JOINT STUDY ON BEHALF OF THE BLACK COUNTRY AUTHORITIES

BLACK COUNTRY CENTRES STUDY

November 2009

CONTENTS

PLANS

APPENDICES

1. INTRODUCTION

1.1 The Black Country's town centres are the focus for retail, leisure, commercial and civic uses. They have a vital role in the economy of the Black Country, and their regeneration is a key component of the West Midlands Regional Spatial Strategy (RSS) and Regional Economic Strategy (RES). It is critical that they maintain and enhance their offer in order to underpin economic growth and sustainably deliver a vital and viable network of centres to meet the current and future needs of Black Country residents.

1.2 The strategic centres, and in particular the current and future role of Brierley Hill, have been the subject of extensive analysis. The role of the four defined strategic centres, Wolverhampton, Walsall, West Bromwich and Brierley Hill, was firmly established through the RSS Phase 1 Review (Black Country Study) and the RSS Phase 2 Preferred Options. Building on this collaborative approach, as part of the Local Development Frameworks (LDF), the four Black Country authorities are preparing a Joint Core Strategy (JCS) to co-ordinate the regeneration strategy for the area and to underpin their LDFs.

1.3 This study builds on the GVA Grimley and Roger Tym & Partners Study of the Black Country Centres published in August 2005, which informed the RSS Phase 1 review, and is intended to feed into the joint Core Strategy for the Black Country authorities as well as providing up-to-date evidence to assist in the determination of planning applications. This gives the opportunity to review and update the findings of the previous work, particularly having regard to current economic conditions, to test the RSS Phase 2 comparison retail figures and to extend the analysis to focus on the smaller town, district and local centres which perform a vital role in the Black Country, to 2026 and to undertake an assessment of convenience retail needs in the Black Country.

Objectives and Scope of Work

1.4 The objectives of this study are to consider:

(i) The quantitative and qualitative basis to establish the need for retail, office and commercial leisure development, in the context of the strategy for growth promoted through the RSS Phase 1 and Phase 2 Revisions;

(ii) The strategy for the distribution of such investment, focusing on the network/hierarchy of strategic centres, non-strategic centres (town, district centres) and local centres in the Black Country, bearing in mind their abilities to accommodate investment;

(iii) The policy mechanisms for securing and managing developments and to avoid adverse impacts both among centres in the Black Country and on centres in surrounding areas; and

(iv) The relevant issues that should be monitored, any circumstances in the future that would trigger the review of the strategy and the measures any review might be likely to involve.

1.5 To meet these objectives the analysis involves:

- An assessment to update and apply outputs of the RSS Revisions, for comparison shopping, office and commercial leisure development, not only to the strategic centres but also the other centres across the Black Country
- A critical appraisal and recommendations of the hierarchy of centres below the strategic level as outlined in PPS6, to determine their current and future roles as part of the process of informing the JCS.
- A comprehensive review of convenience shopping provision, and the scope for new foodstore development in the Black Country, to support policy formulation, the identification of sites, and consideration of proposals which come forward.
- A quantitative and qualitative assessment of the health of the large town and district centres identified in the Black Country Joint Core Strategy Options (March 2008) - hereafter referred to as the non-strategic centres, and local centres across the Black Country (including in relation to car parking).
- A review of alternative scenarios testing the baseline capacity for comparison and convenience goods floorspace to take into account commitments, policy allocations and pipeline developments; and
- Using our analysis and scenario testing to give advice on the appropriate policies for the Joint Core Strategy, and an implementation and monitoring of the strategy, as a basis for the individual authorities to develop more detailed strategies and Development Plan Documents (DPDs) for their centres.

Report Structure

1.6 This report draws together the results of our research, incorporating the findings of the detailed survey-based technical analysis and healthcheck assessments. The views expressed are those of GVA Grimley and not the Black Country Authorities. The report is structured as follows:

- Section 2 sets out a strategic overview of the Black Country and its centres in the context of the wider West Midlands region, and their relationship with key competing centres.
- Section 3 reviews the previous studies which have informed strategic policy formulation across the Black Country, and provide a context for this study.
- Section 4 summarises the national, regional and local policy framework including the hierarchy of centres identified in the JCS Preferred Options report (POR) for each of the Black Country authorities.
- Section 5 considers the key socio-economic trends which are likely to influence the evolution of centres in the Black Country.

- Section 6 sets out our approach and methodology underpinning our qualitative and quantitative analysis, building on independent surveys, analysis of previous studies, and discussions with planning and regeneration officers and key stakeholders.
- Section 7 presents our qualitative review of the current role and performance of centres, critically appraising the hierarchy of centres, with a particular focus on the non-strategic tier of centres, and assessing out-of-centre retail provision, drawing on our healthcheck assessments and desk-based analysis.
- Sections 8 sets out our assessment of the need for more convenience goods (i.e. food) retail shopping provision in the Black Country, and the scope for existing committed development, schemes emerging in the pipeline and policy allocations for retail floorspace and the important role played by the non-strategic centres to meet convenience shopping needs.
- Section 9 sets out the similar analysis for comparison goods (i.e. non-food) retail shopping provision, and the scope for more development in town centres, focusing on the key role of the strategic centres and to a the appropriate role played by the non-strategic centres to meet comparison shopping needs.
- Section 10 sets out our review of other town centre uses including leisure and entertainment uses and offices, which are a key component of vital and viable centres.
- Section 11 provides our policy recommendations for the Black Country to bring forward in the JCS, in terms of the hierarchy of centres and the policy mechanisms to deliver regeneration and a vital, viable and sustainable network of centres. This includes advice on implementation and monitoring and any circumstances in the future that would trigger a review of the centres strategy and the measures any review should entail.

2. THE BLACK COUNTRY CENTRES

2.1 The Black Country is located within the West Midlands region and comprises the City of Wolverhampton and the Metropolitan Boroughs of Walsall, Sandwell and Dudley. The Black Country label arose from the traditional heavy coal industry which dominated the area until its demise in the late 1960s.

2.2 The area's traditionally prominent industrial role has left a rich heritage across the Black Country. However, the decline of manufacturing has also created inherent problems including low skills and high unemployment. Today, the local economy continues to perform poorly compared to the UK average and although it retains a strong manufacturing sector, it has failed to attract sufficient new industries and investment to support economic growth.

2.3 The four authorities which make up the Black Country each contain a strategic centre: Wolverhampton (Wolverhampton), Walsall (Walsall), West Bromwich (Sandwell) and Brierley Hill (Dudley), which are illustrated on study context plan (Plan 1). Collectively, these centres are the main focus of 'higher order' retail, leisure, and civic functions. The smaller town centres, and network of district and local centres generally have a more localised convenience (i.e. food retail) and services offer, although each is distinct and unique, and many contain important local civic, cultural and community uses.

2.4 The Black Country contains a dense network of centres which have changed and in many cases declined. Wolverhampton has maintained a dominant position, while Walsall and West Bromwich have declined. Brierley Hill has emerged from its origins as an unplanned out-of-centre shopping centre, as a new strategic centre. Many of the smaller centres have declined dramatically since their heyday, in parallel with the growth of out-of-centre retailing.

2.5 As well as planning for economic growth, and growth in the retail and leisure sectors, there is a need to plan to 'rebalance' the network of centres in the Black Country, in particular to uplift the role of the West Bromwich; to curtail and where practicable reverse the growth of out-of-centre retailing in favour of the defined centres, and to plan for renewal and modernisation of outdated provision.

Profile of the Strategic Centres

2.6 Previous studies have revealed that while the strategic centres play a key role in the Black Country, they are not achieving their full potential as hubs of retail, office and leisure activity and compete poorly with Birmingham and other surrounding centres. The findings of previous work are covered in more detail in the following section. However, in order to set the current context, Table 2.1 below presents the key indicators for the strategic centres (positioned by total floorspace).

Table 2.1: Black Country Strategic Centres – Key Indicators

Centre	Total Floorspace (Sqm)[1]	Total Number of Units[1]	2007 Prime Rent (£ per sqm)[2]	2008 Commercial Yield (%)[3]	Vacant Floorspace (sqm)[1]	Retailer Requirements (March 2009)*	Car Parking Ratio (sqm gross per space)[a]
Brierley Hill / Merry Hill	196,806	349	£2,906	-	11,120	11	1:17
Wolverhampton	167,578	722	£1,453	5.5%	20,216	36	1:28
Walsall	129,191	532	£1,076	5.75%	14,976	22	1:26
West Bromwich	83,650	342	£915	7%	20,216	16	1:28

*Source: [1]Experian Goad Category Reports / [2]Colliers CRE (2007) / [3]VOA (2008) / *Focus (2009) / [a] Black Country Councils*

2.7 The key indicators reinforce findings that Brierley Hill is the dominant strategic centre in the Black Country. It has the largest floorspace at 196,806 sqm, the majority of which is located at the Merry Hill Shopping Centre. The centre also outperforms other strategic centres of terms of shopping rent, with prime rents reaching £2,906 per sqm in 2007 (an increase from £2,852 per sqm recorded in 2006). Vacant floorspace is the lowest recorded for the four centres. Whilst published retailer demand for new floorspace appears to low in Brierley Hill, (in March, 2009 we identified only 11 retailer requirements), this is likely to be because of a lack of opportunities for new representation in the shopping centre. There are for example, 18 vacant units in Merry Hill (identified by Goad) equating to a combined floorspace of 4,617 sqm gross, which offers little scope for new retailers.

2.8 Brierley Hill is evolving from its origins as an 'out-of-centre' regional shopping centre, and benefits from extensive (currently free) car parking. We estimate the centre has a ratio of circa 1 space per 17sqm gross, well in excess of the levels of off street provision in the other strategic centres at circa 1:28. This poses a particular challenge to the traditional strategic centres, and non-strategic centres. In parallel with planned measures to introduce car park pricing at Brierley Hill, this suggests it would be appropriate to support improvements to the level and quality of off street provision in the other centres to enable them to compete effectively (this issue is considered in more detail later).

2.9 The RSS Phase 2 allocates 65,000 sqm additional retail floorspace to be provided at Brierley Hill up to 2021, and Westfield's plans to extend the Merry Hill shopping centre will offer considerable opportunity for new operators. The emerging Area Action Plan (AAP) for Brierley Hill also includes an option for refurbishing the Moor Centre, to create additional comparison and convenience goods floorspace alongside new housing, leisure and associated car parking, public transport infrastructure improvements and car parking charge arrangements at Merry Hill. As such, these are significant opportunities for new investment in retail, leisure and other key town centre uses.

2.10 Wolverhampton is the next largest retail centre, and the only City in the Black Country. The city centre has a total floorspace of 167,578 sqm distributed across 722 units. Rents have remained static at £1,453 since 2004 whilst commercial yields have fallen from 6% in 2006 to 5.5% in 2008 indicating increasing investor confidence. There is a high level of vacant floorspace but there is also the highest level of retailer demand, a total of 36 requirements, which is more than for any other strategic centres. The majority of these requirements are from comparison retailers (20).

2.11 RSS Phase 2 allocates 70,000 sqm additional retail floorspace to be provided in Wolverhampton up to 2021, and planning consent has been granted for the centre's retail core expansion scheme known as, 'Summer Row' which will significantly enhance the city's current retail offer. There are also proposals for The Interchange scheme which, as part of a redeveloped bus and railway station transport hub, will be accompanied by mixed-used development including retail, leisure, hotel and office uses. There is also the opportunity for a major foodstore and other mixed use development on the edge of the centre with planning permission at Raglan Street.

2.12 Walsall comprises 129,191 sqm in 532 units. The centre is out-performed by Wolverhampton in terms of rents, yields and retailer demand, although there are 22 requirements recorded for the centre. Consistent with the centres above, the majority of requirements are from comparison retailers (13) and includes interest from TJ Hughes. There are also 8 requirements from service operators, and restaurants etc.

2.13 RSS Phase 2 allocates 60,000 sqm additional retail floorspace to be provided in Walsall up to 2021. In addition to the development of a new Tesco on the former Walsall College of Arts & Technology site there are also aspirations for the re-development of Shannon's Mill with a retail-led mixed-use scheme. We are also aware that St Modwen are developing proposals for the redevelopment of Market Square and Walsall Regeneration Company are developing a strategy for the Primary Shopping Area (PSA) to include the enhancement of the Saddlers Centre.

2.14 West Bromwich is the smallest of the strategic centres, having declined significantly over the last 30 years with the growth of Birmingham retail offer and other competing centres. It also has the lowest prime retail rent and highest yield indicating less investor confidence than exists in the other three centres. The centre also has a high level of vacant floorspace, 20,216 sqm, which is equal to that in Wolverhampton. There are currently 16 retailer requirements for the centre, including interest from TK Maxx, T J Hughes, The Body Shop and service operators Costa Coffee and Greggs.

2.15 RSS Phase 2 allocates 45,000 sqm additional retail floorspace to be provided in West Bromwich up to 2021. Planning permission has already been granted for two significant schemes in the town centre involving an extension to Queens Square shopping centre which will create 20 new units comprising 9,090 sqm net retail floorspace. In addition to this, Tesco has consent for a new Tesco Extra and new retail units to link up with Queens Square shopping centre. A revised application for a larger scheme has also recently been approved (subject to S106) by Sandwell MBC.

2.16 The RSS supports the 'four centres' strategy, as the optimum approach to securing major investment in the Black Country Centres and achieving a more sustainable network of centres. Of the four, West Bromwich requires the most significant 'step change' to transform its comparison, convenience and leisure offer, and should be a key priority in the JCS and Sandwell's LDF.

Non-Strategic Centres

2.17 Below the strategic centres, the JCS POR suggests is a second tier of 'Other Town/Large District Centres' which are hereafter referred to as 'non-strategic centres'. Table 2.2 shows the non-strategic centres by Black Country borough. A third tier of 'Small District/Local Centres' is suggested beneath the non-strategic centres. These are hereafter referred to as 'Local Centres' in this report.

Table 2.2: Black Country Non-Strategic Centres identified in the JCS POR (March 2008)

Wolverhampton (2)	Walsall (5)	Sandwell (7)	Dudley (6)
Bilston Wednesfield	Bloxwich Brownhills Aldridge Willenhall Darlaston	Blackheath Cradley Heath Great Bridge Oldbury Wednesbury Cape Hill Bearwood	Dudley Stourbridge Halesowen Kingswinford Lye Sedgley

Source: Joint Core Strategy for the Black Country, Preferred Options Report (March 2008)

2.18 These centres are considered in detail in Section 7. They range from Dudley, which is the largest centre comprising circa 72,000 sqm gross retail space, to Wednesfield comprising only 9,829 sqm gross. Dudley was formerly the strategic centre in the Borough and while its retail and leisure role has been overshadowed by Brierley Hill, it still serves an important cultural, heritage and administrative function.

2.19 Most of the non-strategic centres have witnessed decline, in line with national trends (notably polarisation of retail activity to fewer, larger centres) and local demographic and economic changes. Many are traditional linear centres, which have contracted and contain significant levels of outdated floorspace often not suited to modern retailer requirements. In most cases, the centres contain large foodstores, which effectively 'anchor' their retail function. However, there are opportunities to also develop their local diversity and character, and their independent retailer base.

Key Competing Centres

2.20 The main competing centres which influence the Black Country Centres are Birmingham, Sutton Coldfield, Redditch, Cannock, Kidderminster, Telford, Lichfield, Stafford and Solihull. A summary of pipeline schemes in the competing centres is in included in **Appendix 1**.

2.21 Of these, Birmingham is the most significant competing centre with a strong retail offer which is consistent with its role as a 'World City'. In addition to the enhanced retail offer in recent years associated with the Bullring, there are various schemes in the pipeline for Birmingham, which together will create an additional 121,328 sqm gross (approx) new retail floorspace. The largest scheme is Martineau Galleries Phase 2 - Priory Square, a major mixed use development that has outline planning consent for c.61,873 sqm gross of retail floorspace. In addition, Arena Central also has outline planning permission for a large leisure led development which will include c.23,226 sqm gross retail floorspace.

2.22 Based on the proximity of Birmingham to Sandwell, and to a lesser extent, Walsall, centres in these boroughs will experience significant competition from Birmingham. West Bromwich is particularly vulnerable to further trade leakage to Birmingham. While it is inevitable that West Bromwich will remain in the shadow of Birmingham, there continues to be a significant opportunity for the centre to claw back market share discussed in greater detail in later sections.

2.23 We have identified some substantial new floorspace coming forward in Telford which will apply some additional pressure on the Black Country, particularly on centres in Wolverhampton and Walsall. We also expect planned development in Lichfield (c.22,297 sqm as part of the Friarsgate shopping centre development which is currently on hold and a c.1,579 sqm Tesco Extra development) to have an impact on the Black Country centres.

2.24 In addition to competing town centres, the Black Country has seen the rapid expansion of out-of-centre retailing over the last 20 years, both in the convenience and comparison sector. Out-of-centre provision accounts for a significant share of available spending, and the Black Country Centres will face continued pressure for new and expanded large foodstores and the expansion and evolution of retail parks.

Summary

2.25 The overview of the Black Country's strategic centres highlights the dominance of Brierley Hill which in terms of shopping floorspace, retail offer and comparison goods turnover is the strongest performing centre. Future planned development at Brierley Hill is likely to continue to strengthen its role and overall influence on shopping patterns in the Black Country.

2.26 Wolverhampton is also performing strongly relative to Walsall and West Bromwich. The city has experienced a growth in comparison goods turnover since 2004 and planned developments such as Summer Row will add to the existing retail offer and ensure continued growth. Collectively, development in the City Centre and/or the edge of the centre could accommodate a significant scale of new floorspace and materially enhance Wolverhampton's offer, although delivery of this development is influenced by market conditions.

2.27 Walsall has experienced further decline since the 2004 Black Country Study. The town centre is out-performed by both Wolverhampton and Brierley Hill in terms of retail floorspace, rents and yields. The

Tesco development will benefit the centre. However, potential other new developments in the centre that would further enhance the overall retail offer currently remain at the aspiration level with no concrete commitments to strengthen its role as a strategic centre.

2.28 West Bromwich is the smallest of the strategic centres and currently the weakest. The centre has experienced further significant decline since 2004, as the consequence of the failure to secure new development and wider national trends (considered later) which suggest polarisation of the trade towards the largest most successful centres. The centre will benefit from the Tesco development at West Bromwich Ringway and the extension to Queens Square shopping centre and major new development is critical to fulfil the centre's potential as the fourth strategic centre in the Black Country.

2.29 In terms of competing centres in the wider region, we have identified Birmingham as the strongest performing centre which will continue to be so with new developments coming forward. Other competing centres are considered less influential. However, a substantial amount of new floorspace planned in Telford and Lichfield is likely to have some influence on the Black Country centres.

2.30 At the sub-regional level, the key challenge is to maintain and enhance its network of strategic town centres which are able to meet the 'higher order' retail and leisure needs of the Black Country residents, and act as a focus for employment, cultural and civic uses. All four centres have significant potential for growth, and the authorities need to plan positively to facilitate and support their expansion in line with the RSS.

2.31 However, economic decline, and the legacy of its industrial past also poses challenges at the local level. The Black Country contains an extensive network of town, district and local centres. Many have seen significant decline since their heyday, and economic and social trends, different patterns of population growth and further pressure for more out-of-centre retailing will pose further challenges as these centres continue to change and evolve.

3. PREVIOUS TOWN CENTRE STUDIES

3.1 In this section we review the key studies relating to the Black Country centres and which have formed part of the evidence base for the RSS Revisions and preparation of the Black Country Joint Core Strategy (JCS). We have built on, and where necessary updated this analysis, which provides the context for our more detailed review of the network of the centres within the Black Country.

Study of Black Country Centres (August 2005)

3.2 In March 2004, GVA Grimley and Roger Tym & Partners were instructed by the Black Country Consortium to undertake the Study of Black Country Centres (SBCC) and identify a strategy for future development and regeneration of the Strategic Centres in the Black Country. This drew on a bespoke survey of 4,000 households, undertaken over 54 zones incorporating the Black Country and wider catchment area to examine the sphere of influence of the Black Country and competing centres.

3.3 The study highlighted Birmingham as the dominant retail centre followed by Solihull, Sutton Coldfield and Telford as the Black Country's main competing centres. Aside from the challenges posed by continued growth in Birmingham and some more localised impact from retail expansion in Telford, other centres were not considered a particular threat to the long term role of the Black Country centres. The study concluded that the Black Country centres had opportunities to improve their market shares based on suitable provision being made for new development of sufficient scale and quality to compete effectively.

3.4 The study identified global capacity of c.370,000 sqm gross comparison goods floorspace by 2031 under a trendline scenario based on Experian's population projections. An alternative growth scenario (incorporating Regional Planning Guidance (RPG) housing projections plus 5%), forecast capacity for c.578,000 sqm gross floorspace for comparison goods. After allowing for commitments, a residual capacity of c.136,000 sqm gross (trendline) and c.344,000 sqm gross (growth) remained. The latter was adopted for the purposes of defining a strategy to address the identified shortfall of provision and ensure adequate provision is made to prevent continued decline in the combined market share of the Black Country centres, although this was acknowledged to be optimistic.

3.5 In terms of the network of centres, the study identified Wolverhampton as the dominant centre with significant scope for further expansion. Potential was also identified for Walsall to maintain and enhance its position and develop its role as a strategic town centre. The study concluded that the current performance of West Bromwich would not warrant designation as a strategic centre, but the scale of proposed new retail, leisure and cultural development underway and schemes in the development pipeline have the potential for the centre to fulfil its role to function and operate at a strategic level. The study set out a clear aspiration to reverse the decline of the centre, and to 'rebalance' the network of strategic centres.

3.6 For Dudley, the ability to regain its former role as the strategic comparison retail, office or leisure destination for the Borough was considered to be overshadowed by the Brierley Hill area. Based on its dominant retail, commercial leisure and office function serving a sub-regional catchment, the study supported Brierley Hill's designation as a strategic centre. The capacity projections highlighted that without the scale of new development planned at Brierley Hill, there would be a significant shortfall against forecast needs that would not be matched by opportunities in any other Black Country centre. However, Dudley was recognised as an important town centre, with potential to build on its distinctiveness and develop a complementary role.

3.7 The study examined a series of alternative policy options for the spatial distribution of forecast shopping and other strategic requirements, and recommended a balanced distribution of forecast growth between the four strategic centres (Wolverhampton, Walsall, Brierley Hill and West Bromwich). The study envisaged that each centre should offer comparable key components but with each having a distinct character, as follows:

> *'Wolverhampton as a major heritage centre, the traditional capital of the Black Country, with its university and administrative functions; Walsall with its industrial heritage blend of historic architecture and new developments, vibrant evening economy and cultural offer; Brierley Hill as a major shopping and commercial leisure destination; and West Bromwich reborn as a new city centre with sub-regionally significant retail and commercial leisure provision and providing one of the major office and employment locations in the Black Country'*

3.8 The projections incorporate capacity for continued organic growth in the non-strategic centres where the retail function is underpinned by their convenience and everyday comparison offer and there is also anticipated capacity to support both the scale and quality of offer as their catchments grow. The report recommends opportunities for these centres to be explored as part of the preparation of detailed town centre strategies through the LDF process.

West Midlands Regional Centres Study (March 2006)

3.9 The West Midlands Regional Centres Study (WMRCS) was produced by Roger Tym and Partners (RTP) in March 2006 to form part of the evidence base to the RSS Phase 2 Revision. The main purpose of the report was to provide a clear guide to the scale of retail, leisure and office development that should be accommodated in the region and how any identified growth in demand should be distributed across the region.

3.10 Drawing on the findings of a telephone survey of 11,000 households in the West Midlands region, the report sets out the hierarchy of centres based on comparison goods turnover, which as expected, places Birmingham at the top with a comparison goods turnover of almost £1,900m. A second tier comprising centres with a turnover between £580m and £700m includes both Merry Hill (£700m) and Wolverhampton (£582m). A third and fourth tier include centres with a turnover ranging from £300m-£500m and £150-£250m respectively and includes Walsall in the former. West Bromwich and Dudley are positioned in the fifth tier with respective comparison goods turnovers of £140m and £136m.

3.11 A qualitative review of centres suggested the strongest centres (Birmingham, Solihull and Merry Hill etc) were getting stronger, whereas smaller centres such as West Bromwich, were experiencing decline. A review of Local Planning Authority (LPA) aspirations for the centres also reflected this, with aspirations for further significant expansion in the largest and strongest centres, and lower aspirations for smaller strategic centres limited to consolidation rather than expansion. Concern is raised over the polarisation of the larger, stronger centres which will continue if market forces are left unchecked.

3.12 For the retail sector, the study considers eleven strategic growth options for the distribution of comparison goods retail floorspace requirements across the region. The study sets out recommendations in relation to the range of comparison goods and office floorspace requirements for the region's strategic centres. The headline figures for the Black Country strategic centres and Dudley are outlined in Table 3.1 below. For comparative purposes the net floorspace figures have been converted to gross floorspace using the ratio of 75%, rounded to the nearest 5,000 sqm.

Table 3.1: Retail Floorspace Requirements up to 2021

Centre	Minimum Requirement	Maximum Requirement
Brierley Hill / Merry Hill	**22,000 sqm net** 30,000 sqm gross	**51,000 sqm net** 70,000 sqm gross
Wolverhampton	**20,000 sqm net** 25,000 sqm gross	**43,000 sqm net** 55,000 sqm gross
Walsall	**14,000 sqm net** 20,000 sqm gross	**32,000 sqm net** 40,000 sqm gross
West Bromwich	**5,000 sqm net** 5,000 sqm gross	**20,000 sqm net** 25,000 sqm gross

Source: West Midlands Regional Centres Study, 2006

West Midlands Regional Centres Study – Update (November 2007)

3.13 The WMRCS was the subject of discussion at the Phase 1 RSS Revision EiP in January 2007. The panel report, published in March 2007, raised key issues including: the need for the Black Country centres' comparison goods floorspace figures to be calculated on the same basis as that for the rest of the region; the need to take account of population projections arising from Phase 2 housing proposals; and the need to take into account the most up-to-date information on e-tailing.

3.14 RTP were commissioned by the Regional Assembly to undertake an update of the WMRCS (relating to comparison goods floorspace needs) which was published in November 2007. The updated report utilises two population forecasts: i) ONS 2004-based population projections; and ii) RSS-based forecasts supplied by the Regional Assembly which take into account new housing proposals in the Phase 2 Revision. Baseline expenditure data was also updated to 2004 prices but assumed growth rates and changes in sales efficiency remained the same as the previous study. In line with the panel report, more up-to-date deductions for Special Forms of Trading (i.e. sales from the Internet, catalogue shopping, home shopping channels etc) are applied. Reflecting the higher base year expenditure figures, higher rate of population growth and lower SFT assumptions, both scenarios indicate higher growth in retained expenditure than the previous study.

3.15 The study summarises comparison goods sales area requirements (before commitments) up to 2021, and 2026 for both population growth scenarios, for the purposes of comparison with previous studies and our analysis, we have focused on the RSS based projections, and converted the net figures into gross, again assuming a 75% net/gross ratio. The mid-point results for the Black Country Strategic Centres are outlined in Table 3.2.

Table 3.2: Comparison Sales Area Requirements (RSS population estimates)

CENTRE	2021 (sqm net)	2021 (sqm gross)	2026 (sqm net)	2026 (sqm gross)
Brierley Hill / Merry Hill	49,000	65,500	74,000	98,500
Wolverhampton	52,000	69,500	78,500	104,500
Walsall	43,000	57,500	65,500	87,500
West Bromwich	34,000	45,500	51,000	68,000

Source: West Midlands Regional Centres Study Update, 2007

3.16 Considering the level of growth for West Bromwich, RTP anticipate a case, over time for the centre to be promoted to level three in the regional hierarchy which will also reflect implementation of developments which are already committed in the centre.

West Midlands Regional Centres Study – Further Update (May 2009)

3.17 A further update to the WMRCS was published in May 2009 to address matters raised at the RSS Phase Two Revision Preferred Options consultation in December 2008. Drawing on the results of the 2005 household survey, the report sets out a review of comparison floorspace requirements, taking into account the latest expenditure growth forecasts published by MapInfo and Experian and changes to other key data inputs in light of the economic downturn. It also provides an update on retail and office floorspace projections against the quantum and distribution of housing proposed by the GOWM.

3.18 The report continues to assess two population forecasts: i) ONS 2006-based population projections (an update to the 2004-based projections previously used); and ii) the same RSS-based forecasts supplied by the Regional Assembly which take into account new housing proposals in the Phase 2 Revision. We have looked at the more cautious RSS based forecasts, for consistency with previous analysis and our current analysis.

3.19 Baseline expenditure data has been updated to 2006 prices and a more cautious approach has been taken to expenditure growth, based on the most recent advice issued by Experian and MapInfo. Each population growth scenario is tested against high, medium and low growth rates for the overall period between 2006 and 2026.

3.20 An update of the comparison goods sales area requirements (before commitments) for the Black Country centres up to 2021, and 2026 is outlined in Table 3.3.

Table 3.3: Comparison Sales Area Requirements (RSS population estimates)

CENTRE	2021 (sqm net)	2021 (sqm gross)	2026 (sqm net)	2026 (sqm gross)
Brierley Hill / Merry Hill	40,000	53,300	67,000	89,300
Wolverhampton	42,000	56,000	71,000	94,600
Walsall	35,000	46,600	59,000	78,600
West Bromwich	27,000	36,000	46,000	61,300

Source: West Midlands Regional Centres Study Further Update, 2009

3.21 As a consequence of the more cautious expenditure growth assumptions employed, the overall comparison retail floorspace requirements have fallen since the previous update. However, the update noted that even under the more conservative RSS population scenario the retail needs identified in RSS Phase 2 Preferred Options Report will arise by 2023 at the latest, and consequently recommended that it would be acceptable for the RSS to proceed with the preferred option figures (as indicated in Table 4.1 in the following section), which has been confirmed for the Strategic Centres in the Black Country in the RSS Panel Report), autumn 2009.

Summary

3.22 Previous studies focusing on the Black Country and the wider West Midlands region identify a significant requirement for new retail growth in the Black Country. The need is highlighted for suitable provision to be made to accommodate these requirements in the Black Country's centres to prevent a shortfall and improve current market shares as well as to ensure they are able to compete more effectively and resist further decline.

3.23 The Black Country Centres Study sets out an aspirational vision for the future growth in the Black Country based on a 'four centres' approach focussing growth on Brierley Hill, Wolverhampton, Walsall and West Bromwich. This is carried forward in the recommended strategy for the West Midlands which favours growth in the strategic centres and acknowledges the particular needs within the Black Country.

3.24 The 2007 West Midlands Regional Centres Study identified a requirement for circa 65,000 sqm gross comparison shopping floorspace at Brierley Hill; 69,300 sqm gross at Wolverhampton; 57,300 sqm gross at Walsall; and 45,000 sqm gross at West Bromwich. These are based on RSS population projections and what now appear optimistic expenditure growth projections.

3.25 The 2009 update adopted more cautious growth projections. Again using the RSS based population forecasts, RTP revised their projections for the strategic centres by 2021 to circa 53,300 sqm gross for Brierley Hill; 56,000 sqm gross for Wolverhampton; 46,000 sqm gross for Walsall; and 36,000 sqm gross for West Bromwich. These increase significantly over the longer term, taking account of further growth between 2021 and 2026. Notwithstanding slight reductions, the RSS Panel Report published in autumn 2009 confirmed the recommendation to proceed with the RSS Phase 2 Preferred Options figures which are discussed in more detail in the following section.

4. POLICY CONTEXT

4.1 This section examines the key points of relevance from national, regional and local planning policy.

National Policy Guidance

(i) General Principles

4.2 Government guidance makes clear that sustainable development is the core principle underpinning planning. Accordingly, PPS1 sets out a range of overarching policies aimed at facilitating sustainable patterns of urban and rural development through a number of initiatives, including the need to ensure that new developments provide good access to jobs and key services for all members of the community.

4.3 The Government continues to advocate a plan led system, and identifies the role of the LDF, supported by a sound evidence base, as a means of securing key stakeholder engagement in the preparation of a Core Strategy and other Development Plan Documents to build on the principles established in RSS.

(ii) PPS6 (2003)

4.4 PPS6 reaffirms the Government's commitment to protecting/sustaining town centres. The central objective of the guidance is to promote the vitality and viability of town centres by planning for the growth of existing centres and enhancing them by promoting them as the focus for new development. Where growth cannot be accommodated in identified existing centres, local planning authorities should plan for extensions to the PSA. It makes clear that where reversing the decline in centres is not possible, local authorities should consider reclassifying centres within their retail hierarchy.

4.5 In allocating sites and assessing proposed development, PPS6 requires local planning authorities to assess the need for the development; identify the appropriate scale, apply the sequential approach, assess the impact on existing centres; and ensure locations are accessible and well served by a choice of means of transport. After considering these factors, local planning authorities should consider the degree to which other considerations such as physical regeneration, employment, economic growth and social inclusion are relevant.

4.6 In 2007 the Planning White Paper, 'Planning for a Sustainable Future' announced the current approach in PPS6 to assessing the impact of proposals outside town centres would be reviewed. It announced that the need and impact tests would be replaced with a new test which has a strong focus on the Government's town centre first policy, and which promotes competition and improves consumer choice, avoiding the unintended effects of the current need test.

4.7 In July 2008 Proposed Changes to Planning Policy Statement 6: Planning for Town Centres was published for consultation. These sought to refine the policy approach rather than make significant policy changes, and proposed to strengthen the Government's policy on positive planning for town centres. With regards to policy formulation, local authorities would still be expected to assess the need for new town centre development and to take account of scale, impact, accessibility and the sequential approach in selecting sites for development plans.

(iii) Consultation draft PPS4 (2009)

4.8 The general principles of the proposed changes were subsequently incorporated into the more wide ranging consultation paper on the new PPS4, published in May 2009. This was accompanied by good practice guidance prepared by GVA Grimley. In its final form the PPS will replace *PPS4: Industrial, commercial development and small firms*; *PPS5: Simplified Planning Zones;* and *PPS6: Planning for Town Centres*.

4.9 The stated intentions of the proposed PPS4 are to support town centre investment, and to ensure that planning promotes competition and consumer choice and does not unduly or disproportionately constrain the market. The proposed changes include reinforcing the other government objectives identified in PPS6, to highlight the need to promote competition between retailers and enable consumer choice, by raising productivity growth rate in the UK and by supporting efficient, competitive and innovative retail sectors with improving productivity. The increased focus on productivity is consistent with the findings of the Barker review and the Government's wider policy objective to promote sustainable economic growth.

4.10 Plan Making Policies set out the required evidence base at the regional and local level. Policy EC1.4 highlights criteria for Local Planning Authorities to consider in assessing the need for retail and leisure development, including the need to take account of quantitative need for additional floorspace as well as any qualitative considerations. In terms of assessing the need for office floorspace at the local level, Policy EC5.2 highlights that this will need to be informed by an assessment at regional level and the physical capacity for centres to accommodate new development, giving consideration to the role of centres in the hierarchy.

4.11 Policy EC5 of the new draft sets out the approach the local planning authorities should take in their core strategy. This should set out a spatial vision and strategy for the management and growth of the centres in their area over the plan period. This should define, inter alia:

- A network and hierarchy of lower order centres (i.e. those not identified in the RSS) to meet local needs;
- Make choices about which centres should accommodate identified growth, assessing deficiencies in the network by promoting centres to function at a higher level, or designating new centres;
- Taking into account whether there is a need to avoid an over concentration of growth in higher order centres to ensure that any significant change in the role and function of centres is brought forward through the development plan;

- Set out how identified growth and change will be managed across the network of centres having regard to the need to promote investment and strength in existing centres;
- Where existing centres are in decline, consider the scope for consolidating them and, where necessary, re-classifying them at a lower level than the hierarchy;
- Define the extent of the PSA in the town centre on the proposal map and consider distinguishing primary and secondary frontages;
- Consider setting floor space thresholds for the scale of edge and out-of-centre development which should be subject to impact assessments;
- Where growth cannot be accommodated in existing centres, expand town centres and identify other opportunities by reviewing existing site allocations;
- Have flexible town centre policies able to respond to changing economic circumstances; and
- Encourage residential or office development as appropriate uses above ground floor retail, leisure or other facilities.

4.12 Policy EC6 sets out the approach to encouraging consumer choice and promoting competition. It supports diversification of uses; encourages planning for a strong retail mix, recognising the role for smaller shops to contribute to the character and vibrancy of the centre, retaining and enhancing the role of existing markets and new ones; and planning for tourism, leisure, cultural uses and other measures to enhance the character and diversity of town centres. These are key considerations which town centre strategies for individual centres should address.

4.13 Draft Policy EC7 refers to site selection and land assembly for town centre uses, and advises local authorities in selecting sites for development for town centre uses (including retail as well as a range of tourism, leisure and cultural activities) to have regard to the need for development; the appropriate scale of new development; to apply a sequential approach to site selection; to assess the impact of development on existing centres; and to consider accessibility of alternative sites. The Draft restates the general principles of the sequential approach which are largely unchanged from the current version and re-affirms the advice to focus on town centres or failing that well integrated edge of centre opportunities; to give preference to sites that best serve the needs of deprived areas when considering alternatives with similar characteristics; and to identify an appropriate range of sites to accommodate needs, ensuring that sites are capable of accommodating a range of business models in terms of scale, format, car parking provision and scope for dissagregation.

4.14 Policy EC10 of the Draft relates to car parking for non-residential development. This identifies the role for the local planning authorities through their LDF to set maximum parking standards. However, the draft suggests it is the role of local authorities to set maximum standards having regard to local circumstances. These may include, inter alia; the need to encourage access to development for those without use of a car and promote sustainable transport choices; and the need to reduce carbon emissions and tackle congestion. However, the policy also recognises the need to make provision for adequate levels of good quality secure parking in town centres to encourage investment and maintain their vitality and viability, and to encourage the shared use of parking, particularly in town centres, as part of major proposals. This suggests a greater degree of autonomy to local planning authorities to set appropriate parking standards, having regard to the importance of car parking to the vitality and viability of different centres.

4.15 Consistent with the current PPS6, the draft PPS4 identifies separate provisions relating to decision making, although these take the form of a series of much clearer specific policies. These provide a helpful context for considering the relevant policy provisions for the Black Country's Joint Core Strategy. The specific policies relevant to town and local centres include Policy EC13, which advises local planning authorities to seek to protect and strengthen village and local shops, and Policy EC17 which relates to the application of car parking standards for non-residential developments. This sets out circumstances where proposals may come forward which include parking in excess of local parking standards where a case can be made, such as where parking will genuinely serve the centre as a whole, is in keeping with the size of the centre, and consistent with any town centre parking strategy.

4.16 The main "development control" policies within the Draft relating to retail and town centre uses are EC18, 19, 20 and 21. Policy EC18 sets out the supporting evidence required for planning applications for main town centre uses specifically. This states that where an application for main town centre use which is not in an existing centre or allocated in an up-to-date development plan is submitted, it should be accompanied by a sequential site assessment and an impact assessment. However, EC18.5 states that where the development plan does not set out specific floorspace thresholds for the scale of development which would be subject to an impact assessment, a comprehensive assessment would be needed for retail and leisure developments over 2,500 sqm gross. Policy EC20.1 refers to Impact Assessments which should focus in particular on the first five years after implementation of a proposal.

4.17 In the Black Country, there is a large network of centres which range in scale and function, and require consolidation, regeneration and growth. As the Core Strategy seeks to specifically focus development in centres, it is considered necessary to introduce policies to regulate the scale of development likely to be appropriate in defined centres within the hierarchy, which, following our analysis will be set out in our policy recommendations. It may also be relevant for the Black Country Authorities to test new proposals involving currently "allocated" or committed sites where the development plan is no longer up-to-date; and to ensure that the individual and cumulative effects of development below the suggested 2,500 sqm gross threshold can be properly assessed and monitored.

4.18 Policy EC19 relates to the sequential approach, which remains largely unaltered. This requires developers and operators to have demonstrated flexibility in terms of the scale of development, format, car parking and scope for dissagregation. Equally, local authorities are required to take into account any genuine difficulties which an applicant can demonstrate are likely to occur in operating the proposed business model from a sequentially preferable site. The guidance restates the principle that a single retailer or leisure operator should not be expected to split the proposed development onto separate sites where flexibility in terms of scale, format and parking provision and the scope for dissagregation has been demonstrated. Sites should be assessed over a five year time frame, testing suitability, availability and viability over this period.

4.19 The main changes in the Draft relate to the assessment of impact, considered in Policy EC20. The provisions apply in the case of proposals for development for any main town centre use which is not in an existing centre nor allocated for an up-to-date development plan. As such, it will be necessary for LDFs to identify clearly the role and scope for different scales of development in different defined centres, to provide a means of ensuring that development of an inappropriate scale in town, district or local centres are still subject to a proper impact test, which are reflected in our policy recommendations.

4.20 The consultation draft proposes a much broader based impact test, which identifies a series of "key" impacts. These include:

- Whether the proposal has been planned over the lifetime of the development to limit carbon dioxide emissions and minimise vulnerability and provide resilience to climate change;
- Impact on the spatial planning strategy and the role of the centre in the hierarchy;
- Impact on existing, committed and planned public and private investment in the centre or other centres;
- Appropriateness of scale;
- Accessibility;
- Impact on in centre trade/turnover, having regard to future consumer expenditure capacity;
- Impact on town centre vitality and viability, including consumer choice and range and quality of retail offer; and
- Whether the proposal secures a high quality and inclusive design.

4.21 Policy EC20 also includes the provision for local planning authorities to identify 'locally important' impact considerations in their development plan which will be taken into account in the impact assessment. EC20 also indicates they should assess a number of wider impacts, including; impact on allocated sites outside town centres; impact on deprived areas and social inclusion; impact on local employment; and impact on the economic and physical regeneration of the area. It would be appropriate for these to be delivered in LDDs such as APPs.

4.22 Policy EC21 sets out a framework for assessing planning applications for development of town centre uses which are not within a centre or allocated in an up-to-date development plan. This suggests that any applications which have not demonstrated compliance with the sequential approach, or are likely to lead to significant adverse impacts should be refused, suggesting increased emphasis on the sequential approach and new impact test, and an enhanced role for the LDF to identify local impacts and inform judgements above the significance of different impacts, which again could be delivered in LDDs such as APPs.

(iv) PPS11

4.23 PPS11 covers Regional Spatial Strategies. It was published in September 2004 and explained how Regional Spatial Strategies (RSSs) were to replace Regional Planning Guidance (RPGs) in accordance with the

Planning and Compulsory Purchase Act 2004. RSSs were introduced as statutory documents which are part of the development plan and with which Local Development Documents have to conform. The guidance indicates that RSSs are to provide a broad development strategy for a region for 15 to 20 years taking into account the scale and distribution of new housing; priorities for the environment; and transport, infrastructure, economic development, agriculture, mineral extraction and waste treatment and disposal.

4.24 A series of criteria that RSSs are to cover are specified in the guidance, these include the following:

- Articulate a spatial vision of what the region will look like at the end of the period of the strategy and show how this will contribute to achieving sustainable development objectives;
- Provide a concise spatial strategy for achieving that vision, defining its main aims and objectives, illustrated by a key diagram, with policies clearly highlighted;
- Address regional or sub-regional issues that will often cross county or unitary authorities and, on occasion, district boundaries, and take advantage of the range of development option that exist at that level. The RSS should not address local issues which should be the subject of a LDD;
- Be consistent with and supportive of other regional frameworks and strategies, including the RSDF and the regional cultural, economic and housing strategies;
- Be specific to the region: whilst it should have regard to national policies it should not simply repeat them nor resort to platitudes. It should provide spatially specific policies applying national policies to the circumstances of the region;
- Be locationally but not site specific, while not going into the level of detail more appropriate to a LDD;
- Be focused on delivery mechanisms which make clear what is to be done by whom and when;
- Provide a clear link between policy objectives and priorities, targets and indicators. It should be monitored annually against the delivery of its priorities and the realisation of its vision for the region, and reviewed as appropriate;
- Should apply the test of adding value to the overall planning process; and
- Contribute to the achievement of sustainable development.

4.25 Following reforms announced by the Review of Sub National Economy and Regeneration, to streamline and refine the framework for sustainable sub-national economic growth in England, the Government has produced the Local Democracy, Economic Development and Construction Bill (January 2009). This takes forward the process of introducing single integrated regional strategies (RS) which will be the joint responsibility of the RDAs and a Local Authority Leaders Board. The RS will replace the existing regional economic strategy and regional spatial strategy. It will also integrate the substance of other regional strategies covering culture, sport, housing, biodiversity and transport. Subject to the new legislation receiving assent, regulations and guidance on the regional strategy will be published for consultation later in 2009 and will replace existing regulations in PPS11 and 2005 Guidance to RDAs.

(v) PPS12

4.26 PPS12 sets out the Government's policies on the preparation of Local Development Documents, which are to compose the LDF. PPS12 indicates that the statutory Development Plan Documents (DPDs) will include a Core Strategy, site-specific allocations and Area Action Plans (AAPs).

Regional Policy Context

(i) Regional Spatial Strategy for the West Midlands (June, 2004)

4.27 The RSS was originally published in June 2004. However a number of further areas of work were identified which are now being dealt with in three partial and phased revisions:

- Phase 1 – The Black Country;
- Phase 2 – including housing and employment;
- Phase 3 – including environmental issues.

(ii) West Midlands Regional Spatial Strategy - Phase 1 (January 2008)

4.28 This is the sub-regional revision covering the Black Country. Following the Examination in Public (EiP) in January 2007, the Secretary of State (SoS) published and consulted on the proposed changes in November 2007. The final RSS incorporating the Phase 1 revision was published on 15th January 2008. The Phase 1 revision only impacts upon a small part of the RSS and other policies or text not affected by the revision have not been updated to reflect changes since the original publication in 2004.

4.29 The RSS seeks to achieve a region made up of a dynamic network of places, with distinct characteristics, but with reinforcing economic, cultural and social functions. A balanced network of town and city centres will act as the focus for major investment in retail, leisure and office developments. Towards achieving this, the strategy sets out the key roles for each of the four Major Urban Areas (MUAs) defined as Birmingham/Solihull; the Black Country; Coventry; and North Staffordshire. The role ascribed to the Black Country is:

'continuing its economic, physical and environmental renewal focused around improved infrastructure and the regeneration of town and city centres (including Walsall, West Bromwich and Wolverhampton) to create modern and sustainable communities'.

4.30 The RSS objectives include the need to make the MUAs increasingly attractive places where people want to live, work and invest and to support the cities and towns to meet their local and sub-regional development needs. The specific objectives for the Black Country include the need to reverse out-migration; raise income levels; create an inclusive and cohesive society within the Black Country; and transform its environment.

4.31 Policy UR1A sets out the regeneration priorities for the Black Country which directs the focus for regeneration activity, development and investment towards the four strategic centres (Brierley Hill, Walsall, West Bromwich and Wolverhampton) and identified growth corridors. Development and environmental enhancement should also be planned for in other locations to support the network of local centres and communities, taking advantage of available suitable sites and those which are accessible by public transport.

4.32 The four strategic centres will be the main locations for major office (B1(a)) development. Policy UR1C allocates 845,000 sqm gross of B1(a) office space to be provided in the Black Country between 2004 and 2021; 745,000 sqm of which should be planned for each of the four strategic centres (up to 186,000 sqm each).

4.33 Policy UR1D sets out the gross retail floorspace allocations for the period 2004 to 2021:

- Wolverhampton 54,000 sqm
- Walsall 45,000 sqm
- Non-strategic centres 51,000 sqm
- Brierley Hill 51,000 sqm
- West Bromwich 35,000 sqm

4.34 RSS also recognises the need to support and enhance the role of city, town and district centres. Policy PA11 defines the network of 25 town and city centres which will be the focus for: major retail developments (10,000+ sqm gross comparison floorspace); major cultural, tourist, social and community uses; and large scale leisure and office developments (5,000+ sqm gross). Other centres that meet local needs should also be identified in Local Development Plans (LDPs) with policies for such centres to ensure they best meet local needs. Local Authorities are encouraged to take a proactive approach through town centre strategies to identify potential sites and premises within these centres to achieve balanced development of a wide range of town centre uses.

4.35 Specific to Brierley Hill (designated as a strategic town centre in place of Dudley), the RSS (under policy PA11A) requires development at Brierley Hill to be guided by an Area Action Plan (AAP) which should integrate Brierley Hill High Street, the Waterfront commercial complex and the Merry Hill shopping centre. Retail development at Brierley Hill will be carefully controlled so that no new comparison retail floorspace is brought into operation until the following three conditions are satisfied:

a) Adoption of the AAP;

b) Implementation of improvements to public transport; and

c) Introduction of a car parking management regime including the use of parking charges compatible within those in the region's network of centres.

4.36 Dudley is re-defined as a non-strategic centre that will continue to perform an important role founded upon the town's unique tourism and cultural assets, major residential development, retail and other uses appropriate to this tier of centres.

4.37 The RSS is clear that the role and regeneration of the network of centres in the region should not be undermined by large-scale out-of-centre retail development. This is supported by Policy PA13 which does not envisage any requirement for further large-scale out-of-centre retail development in the RSS plan period. Smaller-scale out-of-centre development proposals would have to take full account of government guidance including the requirement to demonstrate 'need' and the sequential test.

West Midlands Regional Spatial Strategy – Phase 2 Revision Draft (December 2007)

4.38 The second phase of partial revisions to the RSS was launched in November 2005 and covers housing issues, employment, retail and centres, waste and certain elements of transport policy. The Phase 2 draft revision was formally submitted to the SoS in December 2007. In response, the SoS requested further work be undertaken looking at options which could deliver higher housing numbers.

4.39 The Phase 2 revision upholds the strategic stance of the previous Phase 1 document, focusing growth and investment in the MUAs, albeit with greater emphasis on the principles of sustainability. An alternative approach is taken towards the network of town and city centres set out in PA11, now arranged across 4-tiers:

- Tier 1: Birmingham.
- Tier 2: Brierley Hill, Coventry, Stoke-on-Trent, Wolverhampton.
- Tier 3: Burton, Hereford, Leamington Spa, Shrewsbury, Solihull, Telford, Walsall, Worcester.
- Tier 4: Cannock, Kidderminster, Lichfield, Newcastle-under-Lyme, Nuneaton, Redditch, Rugby, Stafford, Stratford-upon-Avon, Sutton Coldfield, Tamworth, West Bromwich.

4.40 As an alteration to the previous revision, Birmingham is newly-defined as a Global City and should continue to develop as a major Regional capital of European and Global standing.

4.41 Taking forward the allocations set out in the previous revision, Phase 2 identifies need for additional comparison retail floorspace over the plan period to 2026 in Policy PA12A. In terms of the Black Country's network of centres the RSS sets out the required provision for the periods 2006-2021 and 2021-2026, based on the West Midlands Regional Centres Study (March 2006) and Update (November 2007) undertaken by Roger Tym and Partners and illustrated in Table 4.1.

Table 4.1: Policy PA12A Comparison Retail Floorspace Requirements 2006-2026 (sqm gross)

	2006-2021	2021-2026
Brierley Hill	65,000	30,000
Wolverhampton	70,000	30,000
Walsall	60,000	25,000
West Bromwich	45,000	20,000

4.42 With respect to the non-strategic centres, Policy PA12B requires Local Authorities to identify such centres and to develop policies focussed towards meeting local needs and the encouragement of appropriate development, in particular: convenience shopping; local service and facility provision; and day-to-day comparison shopping.

4.43 In terms of office development, the following requirements are set out in the Phase 2 revision for development within or on the edge of each of the four strategic Black Country centres (Table 4.2).

Table 4.2: Policy PA13A Office Development Requirements 2006-2026 (sqm gross)

	2021-2026
Brierley Hill	220,000
Wolverhampton	220,000
Walsall	220,000
West Bromwich	220,000

4.44 The Phase 2 Revision underwent Examination in Public in summer 2009 and the Panel's report was published in the autumn of 2009, with proposed changes anticipated by the end of 2009.

Local Policy Context

4.45 We have reviewed the policies and provisions of existing Unitary Development Plan (UDP) policies, which are summarised in **Appendix 2**. It should be noted that many of these policies, particularly site allocations, presented in the summary are increasingly out of date and have been included for reference only. We anticipate elements of these, including for example definitions of town centre boundaries and PSA may be carried forward into the Joint Core Strategy (JCS) and other DPDs and/or other supplementary guidance, which we consider later.

4.46 The Black Country JCS will be the key statutory plan setting out the vision, spatial objectives and detailed spatial strategy for future development in the Black Country up to 2026, and will replace the existing UDPs for each Borough. The initial Issues and Options paper was published for consultation in June 2007, followed by the Preferred Options report in March 2008. The Councils are now preparing for the publication of the Core Strategy in late 2009, before submission and Examination in Public in 2010.

4.47 The preferred spatial objectives set out in the plan are consistent with the broad spatial strategy set out in the RSS, concentrating growth in the most accessible locations, along a network of key corridors and within the four strategic centres – Brierley Hill, Walsall, West Bromwich and Wolverhampton. The role of the strategic centres is considered fundamentally important for the strategy to regenerate the Black Country and should be the focus for large-scale comparison retail, office and leisure investment involving circa 345,000 sqm gross new comparison shopping floorspace and 880,000 gross new office floorspace in the period up to 2026 identified in the RSS Phase 2. The common role of the strategic centres should be:

- To provide a balanced network of higher order centres;
- To act as a focus for and deliver significant growth in retail, offices and very high density housing;
- To be the principal locations for major cultural, leisure, entertainments and community facilities;
- To provide convenience shopping and local services for the increasing number of residents living within or close to each centre;
- To offer strong public transport hubs; and
- To provide the right mix of facilities, homes, jobs, set in a high quality built environment, to attract significantly more people to live and work in the Black Country.

4.48 The strategy also identifies a network of regeneration corridors which will collectively provide 1,402 ha of high quality employment land concentrated within easy reach of the motorway network; 32,735 new homes; and 1,139 ha of retained local employment land. This level of planned growth reinforces the need to expand the offer of the strategic centres (which themselves will provide an additional 7,560 new homes), and to promote the ongoing renewal and regeneration of the Black Country network of centres.

4.49 Below the strategic centres, the network of other Black Country centres are of crucial importance to the strategy, being identified as a preferred location for appropriate levels of investment in retail (in particular food shopping), leisure and entertainment, culture and offices to serve the needs of their local communities. In seeking a sustainable share of investment across all areas, the Councils suggested a three-tiered hierarchy in the JCS POR which will be critically assessed as part of this study. Table 4.3 presents the suggested hierarchy with the strategic centres; smaller town (including large district) centres (referred to in this study as the 'non-strategic centres'); and smaller district and local centres that cater towards meeting local needs. It is acknowledged that such a broad approach would need to recognise the different characteristics of individual centres within each level and their local roles and particularly Dudley which is unique as the former strategic centre for the borough.

Table 4.3: Suggested Black Country Hierarchy of Centres

Local Authority	Wolverhampton	Walsall	Sandwell	Dudley
RSS 'Strategic' Centres	Wolverhampton	Walsall	West Bromwich	Brierley Hill
Other Town / Large District Centres	Bilston Wednesfield	Bloxwich Brownhills Aldridge Willenhall Darlaston	Blackheath Cradley Heath Great Bridge Oldbury Wednesbury Cape Hill Bearwood	Dudley Stourbridge Halesowen Kingswinford Lye Sedgley
Small District / Local Centres	28 Centres	35 Centres	13 Centres	13 Centres

Source: Joint Core Strategy for the Black Country, Preferred Options (March 2008)

4.50 Where there is significant planned growth, the Black Country authorities are preparing Area Action Plans (AAPs) to guide development. Area Action Plans currently under preparation include Brierley Hill (a requirement set at the RSS level), Wolverhampton, West Bromwich and Bilston amongst others. The findings of this study will further assist in the preparation of Local Development Plan Documents, such as AAPs.

Summary

4.51 National planning policy guidance provides the framework for developing policies which are tailored to the specific circumstances of the Black Country authorities. The overarching policy thrust is to sustain and enhance the vitality and viability of existing centres and to plan positively to meet current and future needs by making provision to accommodate key town centre uses within, or failing that, on the edge of existing centres wherever possible.

4.52 The new consultation draft PPS4 contains the same key objectives and principles. This promotes a plan led approach, and identifies the factors which local planning authorities are expected to take into account when developing their Core Strategies and other DPDs. In line with the current guidance, when identifying retail and other key town centre needs and allocating sites, local authorities are expected to have regard to considerations of need; the appropriateness of the scale of new development in different centres within the hierarchy or network of centres; the sequential approach to site selection; consideration of the impact of development in different centres; and the accessibility of sites and centres by alternative means of transport.

4.53 The most significant changes in the draft PPS4 relate to the development control process. While the “needs test” is to be dropped, the guidance suggests increased emphasis on the provisions of the sequential approach, and a new, wider impact test which includes the key provisions of the existing guidance, and a broader set of factors including, inter alia, local impact considerations which may be identified in the development plan. The new tests are only intended to apply to development involving key town centre uses which is not within an existing centre, or allocated in an up-to-date development plan, and assessments are only likely to be required for development above a threshold of 2,500 sqm gross.

4.54 In practical terms, this suggests it will be necessary for the Black County Authorities in the JCS and other DPDs to incorporate specific policies in order to regulate and control the appropriate scale and location of new development within existing centres within the defined hierarchy, and to incorporate policies to enable consideration of proposals below the suggested thresholds where these could individually or cumulatively have significant effects on district and local centres. It may also be appropriate to consider identifying specific ‘local impacts’ which may be of concern to the Black County Authorities beyond those identified in the draft PPS4.

4.55 Regional policies for the Black Country are set out in the West Midlands RSS which is undergoing revision in three phases. Phase 1 concentrates on the role of the Black Country and the need to facilitate economic, physical and environmental step change, with major new development directed towards the four strategic centres and identified growth corridors. The strategy includes comparison floorspace requirements for each centre to be delivered in the period 2006-2021, which amounts to a total combined requirement of 240,000 sqm gross additional floorspace.

4.56 The strategic approach is carried through in Phase 2 of the RSS Review, which distributes a further 110,000 sqm gross of comparison retail floorspace across the four centres between 2021 and 2026. The strategy for the non-strategic centres is to develop polices focussed towards meeting local needs and encouraging development of an appropriate scale. Beyond 2021, the RSS Phase 2 sets out a clear framework and requirement for the individual Black Country authorities to adopt an aspirational and positive approach to promoting growth in their centres. This approach has been endorsed by the RSS Phase 2 Panel Report.

4.57 The current local policy context is set out in the respective UDPs for the individual Black Country authorities. The current individual UDPs for each Borough will soon be replaced by the Joint Core Strategy for the Black Country. The Joint Core Strategy presents a strategic approach to planning across the four Black Country authority areas and suggests a three-tiered retail hierarchy encompassing all centres. The preferred spatial objectives are consistent with the RSS, concentrating growth (in accordance with RSS comparison retail floorspace requirements) within the four strategic centres. In certain cases where significant growth is planned, this will be further guided by individual AAPs. This study will provide further advice on the appropriate scale and locations for new comparison goods floorspace and will provide the evidence base and policy recommendations for the Joint Core Strategy.

5. NATIONAL AND REGIONAL TRENDS

5.1 To put our assessment into context, it is relevant to consider the wider economic and social trends likely to influence the Black Country Centres. This section examines key trends and drivers for change in the retail industry and other sectors of particular relevance to the Black Country, drawing from a range of published data sources, including research by Verdict Analysis, Mintel and the New Economics Foundation.

Demographics, Income and Retail Expenditure

5.2 Over the last 15 years the UK population has increased at a rate of c.0.4% pa[1], whilst the number of households has increased by 0.5% pa, as average household size has decreased to 2.34 in 2006[2], with smaller families, more divorces, people living longer etc. The population is also ageing. These trends are forecast to continue and will affect spending habits, how much we spend, on what and where. In parallel with these national trends, at the regional and local level population growth and demographics will have a key bearing on local spending power. These are reflected in our assessment of current and future consumer spending.

5.3 Nationally, incomes and expenditure have shown strong growth over the last 20 years, with retail expenditure growing faster than incomes. Overall retail expenditure has increased by about 3.9% pa in real terms over the last 20 years, with most of this growth on comparison goods rather than convenience goods, where growth has been less than 1% pa[3]. Comparison goods growth has been close to 5.3% pa over the last 30 years, over 6% pa over the last 20 years and even stronger over the last 10 years.

5.4 However, the rapid deterioration in the economic performance during the final months of 2008 and the continuing rise in unemployment levels are having far-reaching implications for available income and consequently expenditure. We have reviewed economic forecasts prepared by Mapinfo/Oxford Economic Forecasting and Experian Business Strategies which take into consideration current and future economic instability. Evidently, the growth rates used for our retail capacity forecasting have changed as a consequence, and have implications on the levels of floorspace town centres can sustain in the short-medium term, i.e. up to 2016. These are explained more fully in the next section.

Retail Employment

5.5 Over the last 20 years retail expenditure has increased at about 4% pa, but retail employment has increased much more slowly. Over the same period total employees in retail employment have increased from 2.2 million to 3.0 million, an increase of 1.5% pa. However, this growth has been in part time employees. Full time equivalent (FTE) employment has hardly increased at all, from about 2.1 million to 2.2 million, a 0.4% pa increase.

[1] Office of National Statistics (ONS) Update, August 2007
[2] General Household Survey, 2007
[3] Experian Business Strategies

5.6 Over the next 15 years Experian Business Strategies expect a marginal increase in FTE employment in the retail sector with a slightly higher increase in part time employment. Evidently, this needs to be monitored in the forthcoming years based on the slow down in the economy and corresponding growing levels of unemployment with significant consequences for available retail expenditure and retail sector employment positions.

Retail Location

5.7 Strong income and expenditure growth has affected retailing in another important way – the rise in car ownership and mobility. In 1961 only 30% of households had a car (one or more cars) and only 2% had more than one car[2]. With public transport (and walking and cycling) the dominant mode of transport, shopping choices were limited and distances travelled were short. By 1970 car ownership had increased significantly so that nearly 50% of households had one or more cars and the number of households with two or more cars had quadrupled but was still under 10%. Currently about 77% of households have one or more cars and a third of households have two or more cars, a huge increase in mobility over the last 30-40 years.

5.8 Increased mobility has favoured larger centres over smaller centres. As a result larger centres have increased in size and importance relative to smaller centres which has further reinforced the attraction of larger centres to more mobile shoppers. Smaller centres have, therefore, lost market share and have seen much less new development than the overall rate of expenditure growth would imply. This is recognised by PPS6, which urges local authorities to be pro-active in trying to encourage development in smaller centres, and is a key issue in the Black Country, where the strategy to focus development in the strategic centres needs to be balanced with a complementary strategy for the other town, district and local centres.

5.9 Increased mobility has also stimulated out-of-centre development, which has grown much more rapidly than town centre development. Over the last 20 years the majority of retail development has been in edge or out-of-centre locations. This has led to increasingly restrictive planning policy in favour of town centres over the last 15 years, but only recently has the growth in out-of-centre development started to slow. This slow down is expected to continue, but Verdict still expect out-of-centre sales to increase at a faster rate than in-centre sales. This pressure will be evident in the Black Country, which already has a very extensive range of out-of-centre retailing.

5.10 Despite the current uncertainty in the retail sector, we expect to see continued pressure for the expansion of out-of-centre retail parks, and proposals to extend the range of goods sold to broaden the appeal of units to a wider range of retailers. In circumstances of reduced expenditure growth and more limited retailer demand, further out-of-centre provision would be likely to further dilute the demand for town centres and cause delay and uncertainty. This pressure will pose further challenges to existing centres.

Size of Shop Units

5.11 The growth of multiple traders and increased competition between companies has meant that the retail structure is increasingly dominated by large companies requiring larger shop units. Shopping centres and out-of-centre developments that have been able to accommodate this demand for larger sized units (typically 500-2,000 sqm or larger) have grown in importance, reinforcing the dominance of higher order centres and out-of-centre retailing (i.e. polarisation in the retail hierarchy).

5.12 The growth in the size of stores has caused a contraction in the number of shops. This is particularly evident in the food sector, with a marked decline in the number of smaller and more specialist food retailers (greengrocers, butchers, fishmongers, bakers etc), and a large increase of superstores. This is indicated by Verdict Research which shows a 31% reduction in the total number of convenience stores over the last 10 years, as space is concentrated into larger stores. This in turn is likely to have contributed to the contraction of the traditional high street in some Black Country centres, and/or rising vacancies and expansion of non retail uses.

5.13 Whilst the number of superstores (>2,500 sqm) has increased by 37%, food specialists and off licences/tobacconists have declined by 35% and 57% respectively. This illustrates the dynamic nature of the sector, and the need to plan to accommodate retailers/consumer expectations. Even in a slowing market, where the scope for additional floorspace may be reduced, there is an ongoing need for modernisation/replacement of outdated space. This will be particularly evident in the Black Country Centres, which have a substantial stock of outdated space.

Foodstores

5.14 A by-product of the restriction of new development of large foodstores is the growth in applications to extend existing stores and the changing composition of floorspace within existing foodstores. There is an increasing emphasis on the sale of comparison goods as expenditure growth rates for comparison goods are much higher than for convenience goods and margins are greater, although sales densities are often lower. According to Verdict, non-food floorspace in the larger format stores of the top four grocers now accounts for between 28% (Morrisons) and 50% (Asda) of sales floorspace.

5.15 In parallel with the growth of large foodstores, the main discounters and local convenience formats such as Tesco Express, continue to expand rapidly. These present opportunities for smaller stores to reinforce smaller 'in centre' town, district and local centres, and meet localised needs. However, care needs to taken to ensure that in inappropriate locations they do not undermine existing centres.

Shopping and Leisure

5.16 Due to increased affluence and mobility in recent years, and the rise of the internet, shoppers no longer merely shop to satisfy 'needs', they increasingly shop to satisfy 'wants' as well. Retailing in the higher order centres and the more attractive smaller centres is changing and arguably becoming more of a quasi leisure experience. Restaurants, coffee shops, cafes and bars and multiplexes in larger centres are important to attract shoppers and encourage longer stays and higher spending. Better integration of retail and leisure facilities mutually benefits both sectors. Pedestrianised streets and covered retail areas are also important in attracting shoppers, as is the overall attractiveness of the town centre, along with good accessibility and car parking.

5.17 This is an important consideration for all the Black Country Centres. The strategic centres need to modernise and improve their leisure offer and their environment and ambience to compete with the attractions of Birmingham and other strategic centres. However, it is equally important that the non-strategic centres enhance their convenience and attractiveness to their local catchment. Quality local shops and services, coffee shops, and attractive, convenient local parking are all important to the vitality of smaller local centres.

Leisure Expenditure

5.18 The Experian Micromarketer database calculates annual consumer leisure expenditure per person on leisure and recreation goods and services (2006 price base), based upon a demographic profile of the survey area. Leisure expenditure as defined by Experian includes recreation and sporting services, cultural services, games of chance, cafés/bars/restaurants, accommodation services and hairdressing salons and personal grooming establishments.

5.19 Table 5.1 shows available leisure expenditure per capita in the Black Country projected up to 2026. This is based on the population projections from the survey area and up-to-date growth rate figures derived from Experian.

Table 5.1: Leisure Expenditure Growth Rates

2008	2009	2010	2011	2012	2013	2014	2015	2016	2016+
0.6%	-3.4%	-1.2%	0.7%	1.6%	1.6%	1.6%	1.6%	1.6%	1.8%

Source: Experian Micromarketer, 2009

5.20 The annual average consumer expenditure per person on leisure goods in the survey area was estimated to be £1,641 (2007 prices) in 2008. Per capita expenditure is projected to decrease over the next few years and is not expected to attain 2008 levels until after 2011, after which it will continue to increase to £1,707 by 2026 (see Table 5.2). In 2008 per capita expenditure on leisure goods in the study area was well below the national average (£1,817).

Table 5.2: Per Capita Leisure Goods Expenditure Adjustments – Total study area

2008 (£)	2011 (£)	2016 (£)	2021 (£)	2026 (£)
1,641	1,577	1,707	1,866	2,041

Source: Experian Micromarketer, 2009

5.21 If we apply the per capita goods expenditure to the total population of the survey area, it highlights that there is currently £3,061m available leisure expenditure in the survey area. This figure is expected to show a downward trend over the next two years, before slowly rising back to current levels and then climb to over £4,045m by 2026 (Table 5.3).

Table 5.3: Total Leisure Expenditure survey area

	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
Total Catchment	3,061,819	3,046,070	3,297,264	3,648,154	4,045,366

Source: Experian Micromarketer, 2009

5.22 Despite continuing population growth in the Black Country during the period up to 2026, we do not anticipate a net increase in total leisure spend over the next five years due to economic conditions. After 2013 we expect a rise in leisure spend, past current levels, making additional leisure facilities more viable. However, there will be an ongoing need to maintain and enhance the existing offer, and in some sectors, to recapture spending 'lost' to centres outside the Black Country.

Cinema, Bowling & Health & Fitness Clubs

5.23 According to Dodona Research (2006), the number of new cinema screen openings has slowed significantly over recent years, following a period of dramatic growth during the 1990s. During this period there was a significant increase in new multiplex cinema developments, primarily in out-of-centre locations, either as stand-alone schemes or as anchors to leisure parks.

5.24 The slowdown in development is partly explained by the Government's town centres first policy, which has effectively curbed new multiplex cinema and commercial leisure developments in out-of-centre locations. Although there has been a resultant increase in investment in smaller cinemas in town centre locations, multiplexes have maintained and increased their share of cinema screens to 73% (i.e. the number of cinemas has decreased but the number of screens has increased). Research indicates that there are now approximately 200 single screen cinemas in the UK and only 16% of all cinemas have less than four screens.

5.25 According to Dodona, the number of multiplex cinemas (and screens) opened in 2005 was the lowest since 1987. The latest research indicates an increase in openings in 2006, and confirmed plans for up to eight new multiplexes comprising 64 screens. Although Dodona forecast an increase in new investment and development over the short term, the growth will continue to be modest compared with previous trends due to the increase in sophisticated home entertainment systems, digital television and other technological advances.

5.26 According to Mintel's research report on UK Health and Fitness Clubs, the value of this sector increased by 62% between 1998 and 2002 (at current prices). In real terms the growth was a substantial 49%. The growth of this sector has been driven by a number of factors, including significant changes in lifestyles and a resultant shift away from competitive sports towards those focused on personal health and fitness development. The expansion of this sector has continued in recent years, although growth has been characterised by significant consolidation in the industry. For example, Virgin Active recently took control of the Holmes Place leisure clubs.

5.27 Tenpin bowling has been established as a commercial leisure activity in the UK for over 40 years, but after a period of growth in the 1980s, decline set in during the early 1990s. Since then however, a spate of investment in new centres and refurbishments by recognised chain brands has revitalised the industry to a degree. Mintel research (2006) has identified an increase in development of high-end quality venues in central locations. However, long term attraction and viability of this sector of the commercial leisure market will depend on increasing its appeal to a wider demographic and providing a more sophisticated eating/drinking offer.

5.28 Our analysis of the existing provision in the Black Country, set out later in this report, highlights clear gaps in the provision of modern cinemas and other commercial leisure uses while current economic conditions are affecting leisure spend, it will be important to plan positively to address these deficiencies as part of the wider strategy to regenerate the Black Country.

Internet Shopping/E-tailing

5.29 Online spending is growing at its fastest rate for six years, driven by convenience and low prices, and so far e-retailing is showing no signs of being affected by the recent economic downturn. According to Verdict (2008), the e-retail market grew by 35% between 2006 and 2007, which is considerably higher than the 3.6% growth in the total retail market, and e-retail is expected to continue outperforming the total retail sector over the next five years.

5.30 Worth £14.7bn in 2007, the online market is becoming an increasingly important contributor to retail, accounting for 5.2% of all retail sales, (up from 3.8% in 2006). Verdict's research found that almost 66% of UK households now have access to the Internet, with 55.5% having broadband access, which is making online shopping easier, faster and more reliable. As technology continues to improve, it will fuel further growth in the market. Overall the internet shopper population is forecast to grow by c.50% between 2007 and 2012.

5.31 As a consequence of this growth, there are pressures on retailers as the Internet has provided an attractive alternative for many consumers. Shoppers are selecting their own retail mix online and retailers on the high street need to compete with this choice, which is not only driven by price and range, but also service and expertise. Town centres will increasingly have to provide a retail experience that the Internet and supermarkets are unable to match, and the market will respond in some way to the varying impacts on different retail sectors.

Offices

5.32 Previous research carried out by GVA Grimley in 2007 reviewed the West Midlands Office Market and identified several office sub markets typically characterised by centres often having a lack of available new, high quality space and an out-of-centre market having developed to fill the deficiencies and meet wider regional and regeneration needs. As a result of this, most smaller centres in the West Midlands have not developed an office market beyond what has existed in the past 10-20 years.

5.33 Within the West Midlands, Birmingham and Solihull are seen as the leading centres which have experienced a growing degree of speculative office development, highlighting the strength of the City Centre market. In contrast, the Black Country does not have strong 'in-centre' office accommodation to balance the strength of 'out-of-centre' development such as the Waterfront at Brierley Hill and Wolverhampton Business Park.

5.34 A more recent review undertaken by GVA Grimley, separate to this study, highlights little change in the Black Country office market since the previous study. The in-centre market continues to be predominately 1960s/70s buildings with limited new office development of significance in recent years. The out-of-centre market is characterised by post-1990 business parks, and continues to cater to a wide range of local, regional and national financial and business services occupiers.

5.35 The aspirations for the scale of office development in the strategic centres identified in the RSS are likely to be highly challenging to achieve. While the JCS should seek to identify suitable opportunities within centres and other highly accessible locations for new office development, we consider the majority of office development will be directed to sites on the edge of or outside the PSA given competing demands on key town centre sites. It may be appropriate for AAPs to identify sites for offices.

Summary

5.36 Incomes and expenditure have shown strong growth over the last 20 years, with retail expenditure growing faster than incomes. This has seen corresponding increases in sales densities within existing retail floorspace, which has also been driven by factors such as high value space efficiency and longer opening hours. However, the current economic slow down will have significant impacts on the retail sector. In the Black Country, these problems may be pronounced as a consequence of rising unemployment, and below average incomes.

5.37 Heightened mobility and aspirations have favoured larger centres over smaller centres. Shoppers are more willing to travel further afield for 'higher order' centres which have a better retail and leisure offer, and have been the main focus of new retail and leisure development over the last 20 years. This pattern of polarisation is now becoming self enforcing as evidenced by the success of Birmingham and Brierley Hill and presents significant challenges to smaller centres in the Black Country.

5.38 The composition of town centres has changed through new development with retailers generally requiring larger shop units. This has again favoured the larger centres which are able to accommodate this demand.

This is particularly noticeable in the convenience sector, which has seen a 37% increase in food superstores, but a 31% fall in total number of convenience stores over the last 10 years. This has led to current concerns in respect of lack of competition and market dominance.

5.39 Leisure spending growth has continued to outstrip that of retail over recent years. Growth in spend in the Black Country is expected to slow in the short term before recovering back to current levels. Nevertheless, the mix of uses in a town centre is vital to offer choice to shoppers, and quality restaurants, coffee shops, cafes, bars and other leisure facilities are all important to encourage frequency of visit and longer stay times.

5.40 As competition from the internet increases, town centres need to offer a quality destination where people want to spend time and gain access to facilities not available on the web. There has been a continued polarisation towards larger centres and the provision of larger stores in these larger centres. Where smaller centres have been unable to diversify their offer or create niche markets and a mix of retail, leisure and service facilities they have suffered. In the Black Country, West Bromwich and many of the ‘non-strategic’ town centres have witnessed a prolonged decline as a consequence of this process.

5.41 The Black Country has a weak ‘in-centre’ office market which has been disadvantaged by a lack of available new, high quality space and an out-of-centre market which has developed to fill the ‘in-centre’ deficiencies and meet wider regional and regeneration needs. The policy aspiration for major office development in the four strategic centres will require a significant shift in the current focus of development activity in the West Midlands.

5.42 Generally, the economic outlook presents significant challenges to the Black Country Centres over the next few years. National and regional trends suggest a continued polarisation of activity. The Black Country authorities will need to take a highly proactive approach to encourage and facilitate appropriate development in their strategic centres, and to maintain and where possible enhance the network of smaller town, district and local centres.

6. METHODOLOGY AND DATA INPUTS

6.1 The previous sections identify the economic and policy context, and the issues which the JCS needs to resolve. To address these, our methodology builds on the substantial work undertaken to date; incorporates new household survey data and more detailed and up-to-date quantitative analysis; and includes extensive qualitative analysis of the current and potential role of different centres. We have also drawn on the expertise and knowledge of the local authorities, and discussions with a wide range of stakeholders with varied interests in the Black Country centres.

6.2 The Draft Good Practice Guidance prepared by GVA Grimley which accompanies PPS4 identifies the importance of developing effective town centre strategies to underpin the LDF. To do so, it is necessary to develop an understanding of the existing situation and the potential and opportunities for change. This is likely to require an audit of existing centres to identify their current role and vitality and viability, and their potential to accommodate new development and/or change; consideration of alternative centres and/or sites and opportunities to accommodate any new development which is required and the potential role of different centres; and an assessment and evaluation of alternative policy options.

6.3 The Good Practice Guide sets out detailed guidance on the approach to assessing the need for retail and other key town centre uses. In line with current and emerging guidance, it recognises the role of both qualitative and quantitative indicators of need, and that examination of the need for new development cannot be divorced from the audit of existing centres and the opportunities which exist to accommodate new development. The Guide recognises that retail and leisure sectors are highly dynamic, and it will rarely be appropriate to attempt to plan to identify needs in different centres based on the assumption that each simply maintains its current market share.

6.4 Our assessment builds on the approach advocated in Good Practice, and includes a number of key elements:

- Understanding the economic and policy context, and analysis undertaken to date.
- A comprehensive assessment of all the Black Country centres, focusing in particular on the non-strategic town centres, including detailed health checks.
- Stakeholder consultation with key developers, investors and occupiers active in the Black Country.
- Detailed household surveys; to identify shopping and leisure patterns.
- Detailed analysis of current and forecast population in the study area.
- Assessment of current/future retail expenditure growth, and the quantitative and qualitative need for further convenience and comparison shopping development.
- A detailed assessment of the quantitative and the qualitative need for other key town centre uses within the Black Country, and within individual authorities' town centres.

6.5 We expand on each element in turn.

Economic/Policy Context

6.6 Our assessment has built on and extended the detailed analysis undertaken in the Black Country over the last five years by GVA Grimley and others, summarised in Section 2. We have also undertaken a review of national and regional economic trends, and current and emerging national policy guidance set out in Sections 4 and 5. This provides the context for the detailed analysis.

6.7 We have drawn on a variety of published data sources to reinforce our healthcheck analysis and understanding of how the centres are currently performing in the Black Country. We list below the range of data sources employed in this study.

- Experian Goad;
- Institute of Grocery Distribution;
- Focus Property Database;
- PROMIS;
- Estates Gazette;
- Trevor Wood Associates;
- Local Authority websites.

6.8 In addition to the above we have also drawn on a substantial amount of information provided by the Black Country authorities, and our own experience in the Black Country.

Stakeholder Consultation

6.9 In order to achieve a realistic perspective of the potential opportunities for the Black Country centres, particularly in the context of the current market conditions, we have sought comments from key stakeholders identified by the Black Country authorities. We list below the key stakeholders who provided us with comments. Although not individually quoted in the study, we have taken the views provided into consideration in our analysis and towards developing the overall strategy for the Black Country centres.

- Westfield Group;
- New Heritage Regeneration Ltd;
- Walsall District Centres Manager;
- Stofords Ltd:
- London & Associated Properties PLC;

- Sandwell Traders Association;
- Urban Living;
- London & Cambridge Properties Ltd;
- Hortons' Estate;
- Tesco PLC;
- J Sainsbury PLC;
- Wolverhampton Development Company.

6.10 In addition, this report and its conclusions and recommendations were presented at a Black Country-wide stakeholder seminar. We are grateful for the insights which stakeholders have provided, which has supplemented our own empirical analysis and observations.

Household Telephone Survey

6.11 In order to provide detailed factual baseline information on shopping patterns in the Black Country, we have commissioned a new household telephone survey covering 4,500 households over 54 Zones. GVA Grimley designed the survey questionnaire in consultation with the Black Country Authorities and Nems, our chosen research and marketing company, undertook the interviewing and data processing. The survey area and breakdown of zones was based on the earlier Black Country Centres Study area with minor changes to extend the level of coverage to the west of Wolverhampton to sensitivity test the extent of any inflow/outflow between the Black Country and adjoining areas. The survey area is illustrated on Plan 2, and the full results are set out in **Appendix 3**.

6.12 The survey results identify shopping habits of households for both convenience and comparison goods. Where necessary, survey results have been re-based to remove certain responses such as 'internet/mail order shopping', to ensure consistency with categories excluded in the expenditure projections. For convenience goods, the household telephone survey included questions on main food and top-up food shopping. The results for the two types of food expenditure were then merged through the application of a weight, which reflects the estimated proportion of expenditure accounted for by each type. For food we use a 75%/25% main food/top-up food weighting which is widely accepted and used in retail planning studies. This forms a composite pattern of convenience spending, expressed as a market share for each centre or foodstore, for each survey zone.

6.13 The survey also includes six questions on specific comparison goods types, which coincide with Experian Business Strategies definitions of comparison goods expenditure. The retail capacity modelling exercise uses the weighted averages of the household survey responses to each goods type based on the proportion of per capita expenditure on that goods type. This process establishes the pattern of spending for residents of each zone in terms of the following types of goods:

- Clothes and shoes;
- Furniture, floor coverings and household textiles;
- DIY and decorating goods;
- Domestic electrical appliances;
- TV, hi-fi, radio, etc; and
- Personal, luxury goods and recreational goods.

6.14 Our analysis of convenience and comparison retail needs is set out in Section 8 and 9.

Healthchecks

6.15 In accordance with guidance set out in PPS6 we have undertaken detailed healthchecks of the non-strategic centres which measure the vitality and viability of the centres to determine the current status of health and highlight any qualitative deficiencies which need to be met in planning for the future of the centres.

6.16 For each of the non-strategic centres we have prepared a standardised proforma which considers their:-

- Retail composition including number, size and type of units/uses;
- Accessibility and car parking;
- Environmental quality;
- Development opportunities; and
- Overall role and position in the retail hierarchy

6.17 The results of this analysis are set out in **Appendix 4**, and our assessment of the role and network of centres is set out in Section 7.

Current/Forecast Population in the Survey Area

6.18 The population estimates are drawn from data provided by Mott MacDonald and JMP (2009) which takes into account the RSS Phase 2 housing proposals down to the finer prism zone level. This provides a more accurate representation of expected growth in population across the Black Country over the RSS-based forecasts supplied by the West Midlands Regional Assembly for the WMRCS Update in November 2007.

6.19 The Mott MacDonald/JMP population figures provided by prism zone have been applied to the Black Country survey area to determine population estimates per zone. The figures forecast growth at 10 yearly intervals from 2006 up to 2026 and in order to establish the baseline at 2009 and interim estimates at 2011 and 2021 we determined total growth over 10 years and applied an average growth rate per annum.

6.20 This provides an estimated population of the Black Country survey area at 2009 of 1,931,748. This is forecast to fall to 1,931,389 by 2016. Following significant planned growth we forecast a subsequent rise in population to 1,954,565 by 2021 and 1,977,521 by 2026. Overall, we have assumed the population will grow by 2.4% between 2009 and 2026 across the entire survey area.

Available Expenditure in the Survey Area

6.21 The Experian e-marketer system provides estimates of per capita expenditure for convenience and comparison goods in 2007 prices. We have prepared individual per capita expenditure figures across each survey area zone to provide a more detailed understanding of expenditure in different parts of the catchment area, and have made appropriate adjustments for special forms of trading (SFT) such as internet sales, based on Experian's latest advice.

6.22 We have drawn on convenience and comparison goods growth rates provided by Experian Business Strategies. Reflecting the current economic downturn, Experian expect little expenditure growth for convenience and comparison goods between 2009 and 2010, following which, steady growth is anticipated up to 2016. Taking into account strong growth before the downturn, we have applied 3.7% growth for comparison goods and 0.3% growth for convenience goods between 2007 and 2008. After 2008 we have adopted high-growth projections advised by our in-house economic development team which assume 2.5% growth per annum between 2008 and 2016 and 5% growth per annum after 2016 for comparison goods. For convenience goods we assume 0.5% growth per annum in expenditure between 2008 and 2016 and 1% per annum beyond 2016. We have generated expenditure by zone to highlight variations across the survey area.

6.23 Over the next 2/3 years, based on Experian's latest forecasts, our assumption of 2.5% per annum growth may be optimistic. However, for the period 2009-2016 we consider this to be a reasonable assumption. As a consequence, our capacity projections up to 2016 are likely to arise towards the end of this period, and should be reviewed regularly in the light of changing economic conditions. Over the longer term, i.e. past 2016, the return to 5% per annum growth appears reasonable having regard to the ultra long term trends, but again should be reviewed at that time. This approach is consistent with the latest advice from Experian, which recognises the relevance of trends as opposed to short-term forecasts when preparing long-term planning projections.

6.24 We have applied per capita convenience goods expenditure within each zone to population forecasts. This shows that the total convenience goods expenditure within the survey area is currently £3,117m. This is forecast to grow to £3,193m by 2016, £3,397m by 2021 and £3,611m by 2026. This represents an overall growth of approximately £494m (15.8% between 2009 and 2026). In terms of comparison goods, the total available expenditure within the survey area is currently £4,782m, and is forecast to increase to £5,521m by 2016, £7,131m by 2021 and £9,204m by 2026. This equates to a significant overall increase of £4,432m (93% between 2009 and 2026).

Special forms of Trading/Sales Efficiency

6.25 For the purposes of quantitative capacity forecasting, we have deducted special forms of trading 'SFT', which includes mail order and internet based sales from expenditure per capita figures for convenience and comparison goods. We consider that the proportion of expenditure accounted for by SFT will increase over the period 2007-2026, based on Experian Business Strategies research into internet sales. For convenience goods, they forecast a rise in this sector from 2.33% in 2007 to 4% by 2013, remaining at this level post-2016. For comparison goods, they forecast a rise from 8% in 2007 to 12.5% by 2013, remaining at this level beyond 2016.

6.26 We have made an allowance for growth in the turnover 'efficiency' (or 'productivity') of existing comparison retail floorspace which represents the ability of retailers to increase their productivity and absorb higher than inflation increases in their costs (such as rents, rates and service charges) by increasing their average sales densities. Evidently in the current economic climate many retailers have struggled to increase or even maintain sales density levels and, together with financial problems, have led retailers into closure. Having regard to the most recent advice from Experian, for the purposes of this study for comparison goods we have adopted a 1% efficiency rate for the period up to 2016, returning to 2.5% beyond 2016.

6.27 Convenience retail floorspace does, by its nature, not lend itself to growth in productivity in the same way therefore we have not allowed for any growth in efficiency over the plan period. Whilst we acknowledge that there are variations in sales densities depending on the format of the operators, in order to translate residual convenience goods expenditure into floorspace, we have assumed that mainstream foodstore operators would aim to achieve an average sales density of approximately £10,000 per sqm net, which is in line with conventional practice.

Net/Gross Ratios

6.28 It is normal practice to prepare retail need and impact assessments using net sales floorspace data, i.e. excluding backroom/storage etc. The net/gross ratio of individual retailers and retail business models varies. Retail warehouses, for example, typically have a high proportion of their stock on the shop floor. Modern, more efficient shop units are also likely to achieve higher net/gross ratios than older units.

6.29 In the Black Country, policy in the RSS refers to gross floorspace figures, and it is common for applicants to refer to their proposals in gross terms. For the purposes of consistency, we express our conclusions on comparison need in net and gross terms. For convenience goods we express our conclusions and recommendations in net terms, as is our conventional practice. However, for comparison goods we have also included gross figures in order to allow direct comparison with RSS figures. For conversion, we have assumed a 75% net/gross ratio for comparison shopping to be consistent with the RSS. We have not separately assessed so called 'bulky goods' floorspace, for reasons set out in later sections, but we would typically expect existing bulky goods retail warehousing in the Black Country to achieve a higher net/gross ratio, of circa 85%.

Assessing Retail Floorspace Needs

6.30 Based on our detailed modelling of current and forecast expenditure which is founded on the results of the household survey, we have built up a picture of the current and forecast sales performance of existing convenience and comparison goods floorspace within the Black Country centres and in existing out-of-centre facilities. This provides the basis for our assessment of quantitative retail needs.

6.31 Reflecting the advice in the Good Practice Guide, we have used this as a starting point to assess quantitative retail needs, but we have not applied a 'deterministic' approach to identify specific needs in individual centres based on their current market share. We consider this approach is unlikely to be appropriate in the particular circumstances of the Black Country. Equally, we have not confined our assessment of needs solely to expenditure growth beyond the current i.e. 2009 base year for the study. Evidently in some areas and centres in the Black Country there may be 'latent' capacity based on spending growth in recent years, while the sales performance of other centres and facilities suggests that some may be underperforming.

6.32 Another important consideration is the need to provide policy consistency with the RSS, and through the policy framework of the JCS will provide the necessary measure of certainty for those planning major development in the strategic centres in accordance with the RSS strategy. We have also had regard to the current market share of individual centres, based on our new household survey, and assessed the extent to which market shares have improved or declined since the previous study, and the potential scope to increase the market share of certain centres through appropriate new development in order to maintain their vitality and viability. In the case of West Bromwich, for example, which has a low and declining market share, we have in our baseline forecasts assumed as a minimum that the strategy should seek to restore the centre's market share to the level identified in 2004. In practice given the long term decline of the centre, it would be appropriate to plan a more significant increase in this market share, and we test the effects of such a step change later in the report.

6.33 Another factor which we have taken into account is the need to identify where capacity/need has arisen as a consequence of the high levels of consumer spending growth over the last few years, and in particular since completion of the 2005 study. In this respect, while there are no generally recognised 'benchmarks' which may be applied to assess whether existing centres are under or over-trading, in the case of strategic centres we have applied benchmark sales levels related to their 2005 performance in order to identify additional or 'surplus' spending growth which has arisen since then. This is reflected in our capacity projections, in addition to the effects of further growth in the period up to 2021 and beyond.

6.34 Finally, in line with good practice, we have identified global capacity projections for convenience and comparison retail floorspace, based on the current performance and growth in forecast expenditure, but have not assumed that such identified needs should necessarily be met in centres where existing facilities are trading strongly, or where existing centres already enjoy strong market shares. To do so would be likely to reinforce the national pattern of polarisation, and would tend to focus new development in those centres which are already performing the strongest, and potentially to focus new development in out-of-centre locations.

6.35 In line with Good Practice Guidance and current and emerging national policy, we have combined our global capacity projections with our qualitative review of existing centres and opportunities within them to identify where best to plan to accommodate such needs. To illustrate this principle, in the absence of a quality comparison retail offer, it is evident that a significant proportion of comparison expenditure generated in the core catchment of West Bromwich is drawn to Brierley Hill and Birmingham. We have examined the implications of redirecting some of this capacity back into West Bromwich. We expand on this later.

Summary

6.36 We have developed a methodology for the study based on the objectives of the RSS, the JCS and the objectives of this study (previously outlined in Paragraph 1.4). This builds on and updates the substantial body of work undertaken to date which has focused particularly on the strategic centres and is based on a sound understanding of the social and economic context facing the Black Country.

6.37 In line with Good Practice Guidance, the study includes detailed health checks and an audit of all of the non-strategic centres within the Black Country, together with an update of the previous analysis of the strategic centres and more detailed analysis of the local centres based on the research undertaken by the individual authorities. This assessment considers, inter alia; the vitality and viability of existing centres; their accessibility/parking levels etc; and identifies key deficiencies and opportunities for new development involving key town centre uses.

6.38 The assessment has been undertaken in discussion with the local planning authorities, having regard to their existing and emerging development plan policies and other analysis undertaken to date. The assessment also draws on discussions with a number of key stakeholders involving occupiers, developers and investors active in the Black Country.

6.39 The qualitative analysis has been supplemented by a detailed quantitative assessment which updates and extends the analysis of the strategic centres, and includes capacity projections for comparison and convenience goods floorspace based on a new household interview survey and using the most up-to-date RSS population forecasts and the latest expenditure growth projections.

6.40 Reflecting good practice, the approach combines quantitative and qualitative considerations, and has taken into account, inter alia; the need to provide policy consistency with the RSS and the scale of development identified for the key strategic centres; the use of appropriate ‘benchmarks’ where relevant to assess the current performance of comparison and convenience goods floorspace; consideration of realistic expenditure growth projections, and the need to make appropriate provision for existing retailers and centres within the Black Country to improve their current sales performance; and the need to focus identified capacity to centres where the need is strongest and/or development opportunities and potential exist to accommodate new development.

6.41 In parallel with the assessment of convenience and comparison retail needs, the methodology includes an assessment of the scope for additional leisure and other key town centre uses, including an assessment of office needs based largely on recent studies undertaken in the Black Country. The key components of these assessments are set out in the following sections.

7. THE ROLE & NETWORK OF CENTRES

7.1 This section sets out our qualitative review of the network of centres in the Black Country, assessing their current role and highlighting any key deficiencies. The role and needs of the strategic centres (Wolverhampton, Walsall, West Bromwich and Brierley Hill) have been defined by regional policy, and are considered in detail in previous studies. In this study, we focus predominantly on the network of non-strategic town and district centres, local centres and other out-of-centre facilities in the Black Country.

Overview

7.2 Before considering the roles and performance of each centre, it is relevant to consider the inter-relationship between the Black Country centres and competing centres, and the complex inter-relationship between the Black Country centres themselves. This feature is further complicated by the extensive out-of-centre shopping provision, with retail parks and freestanding foodstores in some cases situated between centres and/or straddling the borough boundaries. While our later analysis considers capacity projections on a centre by centre basis, and for each borough, in practice neither the Black Country, nor the individual boroughs can be regarded as self contained systems.

7.3 Having regard to the household survey, it is evident that Wolverhampton city centre has a well defined core catchment, comprising the entire borough, and the rural hinterland to the west. Within its core catchment area, the city centre achieves market shares of between 60% and 76% and it is evident that the catchment extends a considerable way to the north and west. To the south it is more circumscribed by the dominance of Brierley Hill.

7.4 In Dudley, it is evident that Brierley Hill is the dominant centre. Even within the core zones, Brierley Hill's market share is less than that of Wolverhampton; the centre achieves no more than 55% market penetration in any single zone. However, its catchment area is wider and it penetrates the core catchments of competing centres. For example Brierley Hill draws just under 49% of available expenditure from the zone which includes Dudley (Zone 19) and attracts between 8% – 9% from zones 16 and 17 which comprise the core catchment of West Bromwich. This analysis suggests that within its core catchment area there is scope for Brierley Hill to reinforce its market share, but in the interests of achieving a balanced network of centres and more sustainable shopping patterns, it would be appropriate for centres like West Bromwich to secure significant development in order to recapture some of their core catchment spend being 'lost' to Brierley Hill.

7.5 In the eastern part of the Black Country, comparison shopping patterns are more complex. Clearly, Birmingham exerts a strong draw on this part of the Black Country. It is also evident that out-of-centre retail provision accounts for a more significant proportion of available expenditure. Against this competition, it is evident that Walsall and West Bromwich are unable to achieve the same levels of market penetration within their core catchment, or serve a more extensive catchment area. In the case of Walsall, even within its core catchment area comprising zones 30, 31, 36 and 37, the centre achieves no higher than 45% market share, although it is evident that Walsall is still able to draw trade from the core catchment of West Bromwich.

While the non-strategic centres in Walsall all serve discreet catchments and achieve low market shares, they reinforce the highly fragmented market shares in Walsall. This analysis points to the need to significantly reinforce the higher order role of Walsall town centre if it is to continue to function as a genuinely strategic centre for this area.

7.6 In Sandwell, a similar pattern emerges. West Bromwich serves a relatively small well defined core catchment area at present, comprising zones 13, 16 and 17 but only achieves a maximum of 28% market share in any zone. This reflects the lack of a quality comparison retailing, and the intense competition which West Bromwich faces from Birmingham, Brierley Hill, Walsall, a network of non-strategic centres (including Oldbury in particular), and out-of-centre facilities. This reinforces the need for a major development offering “critical mass” in the comparison retail sector if West Bromwich is to reverse its long term decline and genuinely function as a strategic centre for this part of the Black Country.

Non-strategic Centres

7.7 Table 7.1 gives an overview of the centres in terms of retail floorspace and the total number of shop units, car parking and parking ratios. Detailed health checks for each centre are set out in **Appendix 4**. The location of the centres is shown on Plan 3, and plans showing the extent of each centre’s catchment are reproduced in **Appendix 5**.

Table 7.1: Black Country Non-Strategic Centres

Centre	Authority	Total number of shop units	Total Floorspace (sqm gross)	Car parking spaces (not including on-street)	Car parking ratio (1 space per sqm gross)
Dudley	Dudley	367	72,009	c1,700	1:42
Stourbridge	Dudley	286	66,443	c1,350	1:49
Bilston	Wolverhampton	199	44,250	c1,343	1:33
Bearwood	Sandwell	264	41,389	c120	1:344
Cape Hill	Sandwell	198	36,585	c680	1:54
Bloxwich	Walsall	149	31,225	c645	1:48
Blackheath	Sandwell	158	30,556	c678	1:45
Wednesbury	Sandwell	183	29,154	c836	1:35
Cradley Heath	Sandwell	134	29,008	c550	1:53
Great Bridge*	Sandwell	90	28,231	c779	1:36
Willenhall	Walsall	181	27,063	c820	1:33
Brownhills	Walsall	136	27,025	c904	1:29
Halesowen	Dudley	175	26,097	c850	1:31
Oldbury	Sandwell	78	22,594	c800	1:28
Aldridge	Walsall	114	21,554	c599	1:35
Darlaston	Walsall	81	15,375	c427	1:36
Sedgley**	Dudley	93	13,656	c680	1:20
Kingswinford	Dudley	88	12,783	c180	1:71
Lye**	Dudley	107	11,845	c170	1:70

Centre	Authority	Total number of shop units	Total Floorspace (sqm gross)	Car parking spaces (not including on-street)	Car parking ratio (1 space per sqm gross)
Wednesfield	Wolverhampton	74	9,829	c392	1:25

*Source: Experian Goad / *Sandwell MBC, 2009 / **Dudley MBC, 2009* NB: Parking figures derived from Goad surveys / Dudley Council Surveys Maps, 2007/ Walsall Parking Strategy, April 2006 / Planning Applications / Wolverhampton City Council, 2009

7.8 It is evident even in this summary that the centres range in size and number of units, and in their parking provision. The centres generally have less off street parking relative to their size than the strategic centres, reflecting their more localised catchments and the absence of modern purpose built shopping centres in most. While each centre is unique, and has its own distinct characteristics, most are anchored by one or more large foodstores.

7.9 We summarise the key characteristics of each centre below. It should be noted that the 'town' and 'district' centre titles are derived from their designation in the currently adopted UDPs of the Black Country Authorities.

Wolverhampton Centres

7.10 **Bilston Town Centre** is an attractive centre, with a good quality retail and service offer. Units are generally well-maintained with modern fascias. There is a variety of street furniture including several interesting sculptures contributing to the overall shopping environment. There are several vacant units which are unattractive but aside from this the centre is considered to be performing well and in good health. There are also several identified opportunities for future development which have potential to enhance overall vitality and viability in the future.

7.11 **Wednesfield Town Centre** is an attractive centre offering a diverse range of retail goods and services. The street market adds to the retail offer and is an attractive and popular feature of the centre. Restricted traffic along High Street supports good pedestrian permeability across the centre. However, whilst Wednesfield is currently performing adequately, it is small in size compared with other non-strategic centres and has a strong reliance on its convenience offer. It is also in close proximity to Bentley Bridge retail park which has recently secured permission for a new Aldi foodstore and bulky goods retail provision at the former Mecca Bingo unit. Consequently, any further growth at Bentley Bridge, edge-of-centre locations not identified as development opportunities, or in out-of-centre locations (particularly for convenience goods retail) could undermine the future vitality and viability of the centre.

Walsall Centres

7.12 **Bloxwich District Centre** is a reasonably extensive centre with retail uses distributed along the length of High Street from the Asda in the south up to Wolverhampton Road in the north. The centre offers a diverse range of retail goods and services and appeared busy at the time of our site visit. The quality of the environment varies with a combination of some more attractive buildings and well-maintained shop frontages arranged with units that are of a poorer condition. The Asda is noticeably dated and in need of modernisation. The centre has good public transport accessibility and reasonable parking provision.

7.13 **Brownhills District Centre** has a diverse range of retail goods and services on offer anchored by a Focus, Aldi and a new Wilkinson store in addition to the Tesco foodstore situated just off High Street. The majority of shop fronts are well maintained although some would benefit from further improvement. The High Street is dominated by heavy traffic but overall the centre is considered to be in a reasonable condition. The new Wilkinson development contributes a more modern development and enhances the standard of the retail offer. At the time of our visit the centre appeared busy.

7.14 **Aldridge District Centre** largely comprises an outdated shopping precinct. Despite its age it boasts a reasonable range of retail shops and services, including some high quality independent retailers as well as several multiples. The restaurant offer is limited to Indian cuisine and there is just one public house. There is a good level of parking provision and accessibility by public transport. The fully pedestrianised precinct has good provision of street furniture and planting which add to create a generally pleasant shopping environment. Overall the centre appears to be performing well and is considered vital and viable.

7.15 **Willenhall District Centre** is considered a centre in decline. There is a reasonable range of shops and services on offer, but the overall quality of the centre is poor and in need of improvement. The few multiple retailers present occupy similarly run-down units and the only signs of investment appear to be from the bookmakers and amusement arcades. There are a high number of vacant units which contribute to the poor appearance. Currently, we consider the centre lacks vitality and viability. However, we expect that the development of a new Morrisons foodstore on the edge of the town centre boundary will help rejuvenate the centre and counteract ongoing decline. This is considered crucial for the centre to maintain its role as a non-strategic centre.

7.16 **Darlaston District Centre** is somewhat dominated by the busy Asda, which anchors the centre, in contrast to limited activity observed in other parts of the centre. Aside from the Asda the retail offer is limited and the environmental quality is generally poor. There are several vacant units which should be prioritised for investment to raise the vitality and viability of the centre.

Sandwell Centres

7.17 **Blackheath Town Centre** offers a reasonable range of retail goods and services, anchored by a large Sainsbury's foodstore to the south. There are several vacant units and many shop fronts look tired and would benefit from refurbishment. Similarly the public realm is lacking investment and could be further enhanced in conjunction with further traffic management and public transport improvements. The recently completed eastern bypass enables through traffic to avoid the centre. The centre is well served by public transport. There are several small scale opportunities for future retail development which could further enhance the overall retail offer and bring about environmental improvements in the wider public realm.

7.18 In **Cradley Heath Town Centre** the new Tesco Extra is considered a key anchor for the centre. The development has significantly enhanced the retail provision and brought about improvements to the adjacent public realm although this enhancement does not extend further along the High Street. The quality of the environment along High Street is in general quite poor but there is a good selection of shops and services on offer and the centre was busy at the time of our site visit suggesting that visitors do not just visit the

Tesco at the north. We identified a high number of vacant units in the centre, particularly along Market Square which suggests there may be some opportunity to redevelop this area to provide an enhanced shopping facility or the reinstatement of the centre's historic market role.

7.19 **Great Bridge Town Centre** benefits from the Asda/Walmart complex which performs a key anchor role and provides the main convenience provision for the surrounding catchment area. The traditional centre, adjacent to this, is a linear development along a busy road. The buildings and shop frontages are in need of improvement but overall the centre appears popular. There is a good range of comparison goods on offer, including some more specialist retailers, and a plethora of service operators with a high number of fast food take-aways. The centre has good level of parking provision and accessibility by public transport. The overall environment could be improved with some investment in shop frontages and the public realm.

7.20 The traditional part of **Oldbury Town Centre** is generally service-dominated and the limited retail provision is fragmented along Birmingham Road with no central focus. The adjacent Sainsbury's development provides a wide range of convenience goods in addition to some comparison provision and is the main attractor to the centre. There are pedestrian linkages between the foodstore and the traditional centre although the level of linked trips between the two appears limited. Traffic flows along Birmingham Road were busy at the time of our site visit, but there appeared to be little pedestrian activity. There are proposals for a significant amount of additional retail floorspace to the north west of the Sainsbury's, known as Oldbury Junction, largely relating to A1 bulky goods retail floorspace.

7.21 **Wednesbury Town Centre** has good level of retail and service provision. There are several multiple operators albeit mainly budget/discount retailers. The new Morrisons development provides a high quality, modern environment and a contrast to other parts of the centre, which would benefit from further improvement to raise the overall standard. The new bus station has good links to Morrisons and the wider centre. We have not identified any further development opportunities but further investment is needed in parts of the centre which are looking tired and run-down.

7.22 **Cape Hill Town Centre** is an extensive centre with a good level of retail shops and services on offer. The centre is anchored by the Windmills Centre which comprises large format stores occupied by key multiple retailers. The surrounding retail areas are more secondary in nature with many specialist and ethnic stores and it appears very popular for this purpose. The environmental quality varies across the centre and in many areas could be improved with some additional maintenance and modernisation. Heavy traffic through the centre also detracts from the overall environment and hinders pedestrian movement. The centre appears to cater well to the needs of the immediate population.

7.23 **Bearwood Town Centre** is a linear centre developed along a busy traffic route, aside from congested traffic the centre is reasonably well-maintained with some modern shops frontages, a number of key multiple retailers supplemented by a range of independent stores offering a wide range of goods and services. More modern developments are well-integrated and provide larger format units more suitable to modern retailer requirements. Bearwood Road is well served by buses and there is good provision of parking relative to the size of the centre. At the time of our site visit the centre was busy both in terms of traffic and pedestrian activity. Overall we consider Bearwood to be performing well.

Dudley Centres

7.24 **Dudley Town Centre** has a distinctive market town character with strong leisure attractions around the Zoo and Castle area and the significance of the local market role could be enhanced as a further attraction to visitors. Those multiple retailers present tend to be at the discount end and there are development opportunities to enhance the overall retail offer and improve frontages. The centre has a limited convenience offer, but there is opportunity for future development in this respect and registered requirements from operators seeking representation in the centre. Generally the centre appears to be trading adequately, but it has experienced a prolonged period of significant decline both before and after Merry Hill, and is in need of significant regeneration.

7.25 **Stourbridge Town Centre** is a popular centre with an affluent catchment population. The centre has good provision of retail shops and services and was busy at the time of our site visit. There are a number of vacant units, including many in the Ryemarket Centre and the high street is narrow, cluttered and would generally benefit from some investment in the public realm. Cars dominate both in terms of traffic and parking. Notwithstanding these, the centre is considered vital and viable.

7.26 **Halesowen Town Centre** is a popular centre which has been greatly enhanced by the recent Cornbow re-development and associated improvements in the public realm. The Cornbow Centre has a good retail offer and few vacant units. Elsewhere the centre has some attractive elements along the pedestrianised high street and around the plaza. Other areas, particularly towards the north of high street have not been updated and appear unattractive in comparison. The centre is considered to be performing well, in-line with its position in the retail hierarchy.

7.27 **Kingswinford District Centre** offers a reasonable selection of shops and services, including several pubs and restaurants. The centre is amongst the smaller non-strategic centres but was busy at the time of our visit and demonstrates a level of vitality and viability. The centre is well maintained and appears to be in overall good health and functioning well as a district centre.

7.28 **Sedgley District Centre** has a relatively limited retail offer which is orientated towards meeting local community needs, although there is some specialist retail provision that may attract visitors from further a field. The parks and greenery around the centre are attractive but many of the buildings are dated and unattractive. The centre presently appears to be functioning adequately as a district centre.

7.29 **Lye District Centre** has a limited convenience offer and no main foodstore operator. Heavy traffic dominates the High Street and there are a number of vacancies which detract from the environment. Shop units are small and constrained and the centre is somewhat dated in parts, with a high number of service operators dominating the main retail core. The centre appears to function at a more local role.

Local Centres

7.30 A network of local centres is essential to provide easily accessible shopping to meet people's day-to-day needs and the mix of uses in such centres should be carefully managed. There is presently a network of 89 defined 'Local Centres' in the Black Country as highlighted in Table 4.3 in Section 4 of this report. It is not within the remit of this study to assess the specific role and function of each individual centre. However, a comprehensive audit of all 89 local centres has been undertaken by the Black Country authorities and we have reviewed the information provided on a chosen sample, and give recommendations, including designating new local centres and removing local centres from the hierarchy. Detailed healthcheck proformas provided by the Black Country Councils are included in **Appendix 6** and our analysis of the chosen sample of local centres is set out below.

Wolverhampton Local Centres

7.31 **Stafford Road (Three Tuns) District Centre** is situated approximately two miles to the north of Wolverhampton city centre. The centre offers a good range of shops and services consistent with its role as a small district centre. There is good accessibility with regular bus services, off-street parking provision and pedestrian links to surrounding residential areas. The number of vacant units has increased since 2006 and parts of the centre are outdated and could be improved. Opportunities to expand the centre are limited by the surrounding residential areas. There is a potential threat posed by the proposed development of a 'neighbourhood' centre nearby and the Council should support opportunities to strengthen the centre to improve the type and quality of retail accommodation on offer either through upgrading or reconfigurating existing buildings. The Council suggest revisions to current boundary which we consider sensible to better clarify the extent of the centre.

7.32 **Finchfield Local Centre** is situated to the west of Wolverhampton city centre. The centre comprises 20 units offering a range of shops and services consistent with its role as a local centre. There is a single vacant unit and the centre benefits from good accessibility. There is a new Lidl currently under construction which will enhance the overall retail offer, however it may also draw an element of trade from existing facilities. We consider it appropriate for the centre boundary to be altered to include the Lidl site. The quality of existing buildings and environmental surroundings varies and there are potential opportunities to improve both. There is a boarded up church adjacent to the Lidl site which presents a further opportunity for redevelopment. We agree with the Council that it would be sensible to incorporate the site within the centre boundary to assist future considerations to bring the building back into practical use.

7.33 **Stubby Lane Local Centre** is located approximately 1.5 miles to the east of Wednesfield town centre. The centre comprises 12 units which include a Costcutter convenience store and key services such as a post office, newsagent and pharmacy, consistent with its function as a local centre. Situated within a residential estate, public transport links and parking provision is limited, and it is likely that the centre is performing a key function serving the immediate surrounding residential population. The adjoining residential uses limited scope for expansion and two units have also been lost to residential uses (currently under construction).

We would advise the on-going protection of remaining units to maintain an adequate level of facilities to ensure the centre continues to fulfil its function serving the local catchment area.

Walsall Local Centres

7.34 **Caldmore Local Centre** is situated less than a mile to the south of Walsall town centre and comprises a mix of shops, services and local community facilities which are generally orientated towards serving the needs of ethnic communities. The centre is accessible by a range of transport modes and has good parking provision. In parts, the pavements are narrow and the centre would benefit from additional pedestrian crossings to facilitate pedestrian movement. ‘The Green’ offers an attractive area of greenery, but elsewhere in the centre landscaping is limited and the, often congested, main road dominates. The Council suggest a slight revision to the current boundary to incorporate the car park bordered by Caldmore Road. We consider this sensible based on its use being linked to the centre.

7.35 **Turnberry Road Local Centre** is located approximately one mile to the north west of Bloxwich towards the edge of the existing urban envelope. The centre, built to serve a new housing estate, comprises just seven units, the majority of which are accommodated within a single building which is anchored by a Co-op foodstore. The buildings are modern and well-maintained, as are the wider physical surroundings. The centre is served by one half-hourly bus service (Mon-Sat) and offers ample parking provision which is under-used during the daytime despite the majority of visitors arriving by car. Based on its location, it is likely that centre serves a reasonably limited catchment area orientated towards serving the immediate surrounding residential areas. There is some scope for expansion however based on its local function we would not recommend an elevation above local centre status.

7.36 **Darlaston Green Local Centre** is located less than a mile to the north of Darlaston and comprises a handful of small retail premises. The centre’s offer is limited to a local newsagent, a greengrocer, fast food takeaways and a public house. There is also a snooker club and an office building within the centre boundary. The centre is served by two bus services and there is ample parking provision relative to the size of the centre. However, the car park is situated some distance from the shop units which may affect the potential to attract passing trade. The centre is surrounded by industrial units and appears to experience minimal footfall. The row of shop units is disrupted by new residential units which have contributed to the contraction of the retail core of the centre. There are no identified opportunities for expansion and based on the current composition the centre no longer fulfils the PPS6 definition of a Local Centre[4]. We therefore recommend that ‘local centre’ status is removed.

Sandwell Local Centres

7.37 **Stone Cross Local Centre** is located approximately 2.5 miles to the east of Wednesbury and a similar distance north of West Bromwich. The centre comprises 47 units and provides a good selection of shops and services consistent with its status as a local centre. Tesco Express and Spar are the main foodstores and there is some representation from other multiple retailers including Greggs, Firkins and Lloyds

[4] This will be replaced by PPS4 and accompanying Good Practice Guide.

Pharmacy. The centre is accessible from a variety of transport modes although parking provision is limited to 20 on-street spaces. A gradual increase in the number of service uses is considered a potential threat to the centre's day-to-day shopping function. The Council should seek to maintain and enhance the number of units within A1 retail use class, and where viable, resist changes of use to those outside of A1. We do not recommend any changes to the current status or boundary of the centre.

Dudley Local Centres

7.38 **Shell Corner Local Centre** is situated within the eastern part of Dudley borough, approximately 0.5 miles to the south of Blackheath, concentrated around Long Lane intersection with Nimmings Road, Maltmill Lane and Belgrave Road. The A1 retail offer is rather limited although there is a post office and a small general store amongst other uses including some specialist stores. There is a high level of vacancies, including a concentrated block within the Protected Frontage along Long Lane, which undermines the vitality of the centre. The centre is well-served by two bus routes, however parking for shoppers is limited to marked bays outside the shops and parades along Long Lane. The proximity of the centre to Blackheath is considered one contributing factor to the overall decline of the centre. In response, the centre has been identified as a priority for regeneration and a Regeneration Strategy was published by the Council in December 2008. Based on the Council's commitment to delivering improvements to the centre to maintain its role and function as a local centre we do not recommend any change to its status as such.

7.39 **Wordsley Local Centre** is one of the larger local centres in Dudley, located approximately 1.5 miles to the south of Kingswinford and over two miles north of Stourbridge. The centre comprises a good range of shops and services, including a small supermarket, with the majority of retail uses concentrated with the precinct at The Green. There is a low level of vacant units and although many of the buildings are out-dated, both along the more traditional high street and at the post-modern precinct, the centre has been maintained to a reasonable standard. The healthcheck survey highlights a reasonable level of footfall and high car park usage which suggest the centre is performing well in its current role. We therefore do not recommend any changes to the status or boundary of Wordsley local centre.

7.40 Based on the above it is evident that the majority of the local centres reviewed (unless otherwise stated) are broadly characteristic with the typology provided in PPS 6 (Table 1, Annex 1):

'Local centres include a range of small shops of a local nature, serving a small catchment. Typically local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities might include a hot-food takeaway and launderette'.

New Local Centres

7.41 In addition to the above, we have also assessed the potential for two new local centres in Dudley, and the potential for future designation of local centres in Sandwell, which are considered in turn below.

7.42 **Oldswinford *(Dudley)*** is situated around the junction between Hagley Road, Heath Lane and Glasshouse Hill less than a mile to the south east of Stourbridge. The proposed centre comprises several retail premises, including a Tesco Express, post office, newsagents and pharmacy amongst other key uses which are consistent with the characteristics of a local centre. The centre is accessible by bus and there is ample parking provision relative to the size of the centre. The offers a pleasant, village-like environment and buildings are well maintained apart from a small selection of tired looking shop fronts which could be enhanced. There are limited opportunities for expansion and any new development would be small-scale in-fill development. The centre appears to be performing well and offers a good choice of services to fulfil a range of day-to-day shopping needs to the local catchment area. Based on the information provided, and the analysis carried out, the centre should be designated as a new local centre.

7.43 **Hawne *(Dudley)*** is located approximately half a mile to the west of Halesowen comprising a range of shops and services distributed along Stourbridge Road at the intersection with Short Street and Atwood Street. The proposed centre is anchored by a Tesco Express foodstore accompanied by a mix of uses considered ideal for a small local centre. The environment is pleasant and buildings are in good repair although some facia enhancements would be beneficial. The centre is accessible by a range of transport modes and there is adequate parking with both on and off street provision. There are several identified development opportunities which present potential for enhancement of the current offer to further substantiate its role as a local centre. The survey highlights a high proportion of takeaways in the centre and the Council should consider resisting these types of uses using appropriate planning policies to avoid undermining the vitality of the centre in the future. Based on the current performance and identified potential we recommend that Hawne be designated as a new local centre.

7.44 We have also assessed the potential for new local centres in Sandwell which could be designated in future LDDs/DPPs such as AAPs. We have considered the potential of designating both a large cluster of shops (Crankhall Lane) and a small parade of shops (Yew Tree) as new local centres in the future, as detailed below.

7.45 **Crankhall Lane *(Sandwell)*** is spread over three dispersed zones along Crankhall Lane and Friar Park located approximately 1.5 miles to the east of Wednesbury. The centre comprises 23 units (including a Lidl) offering a range of shops and services, consistent with its proposed designation as a local centre. The area is accessible from a variety of transport modes and there are traffic calming and pedestrian crossings to facilitate safe pedestrian movement. There are no identified opportunities for future development which presents limited scope to improve the integration of shops and services and create a more defined centre. Crankhall Lane is within close proximity to Wednesbury town centre and the Morrisons at Wallows Lane in Walsall. However, we do not consider either to ultimately threaten the future vitality of the centre which already appears to operate well in a local function serving the day-to-day needs of the surrounding residential area. Based on the information provided, Crankhall Lane should be considered as a new local centre.

7.46 **Yew Tree *(Sandwell)*** is situated within the north-east of the borough approximately 2.5 miles to the south east of Walsall town centre and 3.5 miles to the east of Wednesbury. The centre comprises a linear parade of shops running parallel to Redwood Road. The parade is set back from the road with off-road parking provision situated in front. The shops are in of reasonable quality and there is a large area of green open space directly opposite. According to the information provided, the shops are well used, with just one vacant unit, and overall the area is considered to be functioning well as a local centre and should be designated thus.

7.47 Having assessed these potential centres of different scale this provides a benchmark which will help Sandwell and the other Black Country Authorities in identifying new local centres in the future. In the future, over the length of the plan period it might be appropriate for other new local centres to be designated in the Black Country, which should be delivered through DPDs.

Out-of-Centre Retail Provision

7.48 Outside the defined strategic and non-strategic centres, there is an extensive provision of main foodstores which are set out in Table 7.2 and illustrated on Plan 4. There is also an out-of-centre Asda store near the Molineux Stadium in Wolverhampton. However, in view of its proximity to the city centre we have, for the purposes of our quantitative analysis, included it within Wolverhampton strategic centre's convenience goods provision. It is therefore not listed in Table 7.2 below.

Table 7.2 Foodstores outside the Strategic & Non-Strategic Centres

Foodstore	District	Date of Opening	Net Convenience Floorspace (sqm)
Morrisons, Wallows Lane	Walsall	1992	4,515
Waitrose, Marston Road	W'hampton	1982	3,604
Tesco, Birmingham Road	Dudley	1992	3,094
Sainsbury's, Stephenson Avenue	Walsall	1997	2,680
Tesco, Neptune Industrial Estate	Walsall	2007	2,648*
Sainsbury's, Sandringham Way	Dudley	1984	2,560
Asda, Wolverhampton Road	Sandwell	2003	2,499
Asda, Wednesbury Oak Road	Sandwell	1972	2,171
Morrisons, Charterfield Shopping Centre	Dudley	1979	2,132
**Morrisons, Pendeford Park Shopping Centre	W'hampton	1985	1,632
TOTAL	**-**	**-**	**27,001**

*Source: IGD / *Walsall Council, 2009* ** Located in Pendeford Local Centre but considered out-of-centre for the purposes of the methodology.

7.49 It is evident that the majority of this provision is provided by large format stores operated by one of the 'Big 5' foodstore retailers. Asda and Morrisons have the greatest representation, followed by Sainsbury's and Tesco. Our analysis suggests that there is an extensive range of out-of-centre foodstores in the Black Country. Given the policy preference for such developments to be located within, or failing that, on the edge of existing town or district centres, and the range of deficiencies and opportunities identified in the existing network of centres, we do not consider there is a case for allocating any further sites for out-of-centre foodstores.

7.50 There is an extensive provision of out-of-centre retail warehousing with noticeable concentrations around the strategic centres. The major retail parks in the Black Country are outlined below, and shown on Plan 5:

- **Bentley Bridge Retail Park** (Argos, Laura Ashley, Burton/Dorothy Perkins, Sports World, Boots, Peacocks, Au Naturale, Home Bargains, Hobbycraft and Dreams)
- **Bilston Road Retail Park** (Dunelm Mill, Sleepmasters and Allied Carpets)
- **Mitre Retail Park** (Carpet Right and Harveys)
- **The Peel Centre Retail Park** (JJB Sports, Fabric Warehouse/Bensons, United Carpet Mill and Focus)
- **Broadwalk Retail Park** (Au Naturale, Carpetright, Comet, Halfords, Pets at Home and Matalan)
- **Junction 10 Retail Centre** (Boundary Mill / M&S Outlet)
- **Reedswood Retail Park** (Matalan, Focus, Dreams, Dunelm Mill and the Carphone Warehouse)
- **Key Way Retail Park** (Staples and Jollyes Pet Supplies)
- **Gallagher Retail Park** (B&Q, Furniture Village, Next, ScS, Currys, PC World and Ikea[5])
- **Oak Retail Park** (Fabric Warehouse and Wickes)
- **Port West Retail Park** (Dreams, Bathstore.com and Floors-2-Go)
- **Towngate Retail Park** (Wickes and Dixons Warehouse)

7.51 There are also a number of free-standing stores in the sub-region, shown on Plan 5.

7.52 Overall we have identified approximately 111,656 sqm of retail warehousing in out-of-centre locations. In addition, there are substantial retail warehouse units situated in edge of centre locations such as St John's Retail Park in Wolverhampton, Crown Wharf Shopping Centre in Walsall and Oldbury Green Retail Park in Oldbury. Collectively there is a good range of goods on offer varying from the more traditional bulky goods such as DIY, furniture, textiles, carpets and flooring and electronics, alongside retailers offering sports clothing and equipment, clothing and footwear, pet products and toys serving the Black Country.

7.53 We have identified several vacant retail warehouse units, particularly at Broadwalk Retail Park in Walsall and Bentley Bridge Retail Park in Wednesfield, Wolverhampton which indicates that there is not currently an obvious qualitative need for additional retail warehouse floorspace in these locations within the northern area of the Black Country. Furthermore, we are aware that planning consent has been granted for additional retail warehouse floorspace in both Oldbury and Great Bridge in Sandwell borough, and more recently in Dudley.

7.54 Taking into account the current range and distribution of retail warehousing, planned new developments and the availability of existing vacant units, we do not consider there is any evident qualitative need for further provision of retail warehouse floorspace in the Black Country over the plan period to 2026. In addition, our review of existing centres suggest there are several commitments within and on the edge of the defined

[5] We acknowledge that Ikea is a standalone store located in Walsall borough and adjacent to the Gallagher Retail Park which is located in Sandwell borough. The household survey does not distinguish between the Ikea and the retail park and we have therefore considered both as one retail destination. However, based on trade draw patterns highlighted by the survey we have assumed an equal split of the estimated turnover of the retail park across both boroughs.

centres which could contribute to meeting any genuine 'bulky goods' needs, should they arise. We have not identified any specific need for the JCS to plan to for additional out-of-centre retail provision, reflected by the recommendations set out in Section 11.

Summary

7.55 Our assessment of the non-strategic centres indicates that the majority of centres are currently vital and viable and performing in line with their designated status in the emerging JCS for the Black Country. However, all the centres require further investment to improve the appearance and modernise their offer in particular Darlaston, Wednesbury, Cape Hill and Cradley Heath, amongst others. Willenhall requires more urgent attention, and the planned new Morrisons development will contribute towards this.

7.56 We have also identified development opportunities across several of the centres which would bring about further enhancement and potential to raise the overall retail offer. In Dudley in particular there is opportunity to build on the character and heritage of the centre, in addition to the need for a quality foodstore. There are also development opportunities which have the potential to raise the retail offer above the low-cost/discount offer presently available and support a food anchor store which is a key deficiency.

7.57 Lye is identified from our qualitative analysis as one of the centres not currently performing at the same level as other non-strategic centres. The centre has a limited convenience offer and whilst there has been interest from foodstore operators the centre is heavily constrained and development may not be viable. If this proves to be the long-term situation we would consider it appropriate for Lye to be re-designated to the lower tier of the retail hierarchy in line with its current function. The district centres of Sedgley and Kingswinford are also of a noticeably smaller scale and function compared to other non-strategic centres and may be better positioned along with Lye in the third tier of the retail hierarchy. This is discussed in more detail in our recommendations. For the purpose of our quantitative analysis however, we have continued to consider all three centres as non-strategic centres.

7.58 We have reviewed a sample of local centres in each of the Black Country boroughs and highlighted where there is potential for changes to existing centres or the designation of new centres which should be highlighted in the JCS and pursued through relevant DPDs for each borough. From the sample reviewed, we recommend the designation of two new centres in Dudley and the removal of one local centre in Walsall. We would also recommend that the Black Country authorities review the remaining local centres not addressed by this study to ensure that appropriate changes are delivered through the development planning process.

7.59 We have identified an extensive provision of out-of-centre foodstores, retail parks and freestanding retail warehouses in the Black Country. These provide an effective choice and distribution of facilities. Given the need to focus new retail development in the strategic and non-strategic centres, where significant opportunities exist, we do not consider there is any need to make provision for any further out-of-centre retail provision or to meet any loss, or to support expansion of the existing provision. This is particularly important due to the large number of centres in the Black Country which should be prioritised in policy.

7.60 The only exception is likely to be in the case of small-scale local convenience stores, (appropriate to the scale of the local walk-in catchment e.g. c.200 sqm net), where they are genuinely required to serve existing or future 'gaps' in day-to-day top-up shopping and appropriate in scale to the local population they are intended to serve. This will be reflected in our policy recommendations.

8. CONVENIENCE RETAIL NEEDS

8.1 In this section, we estimate the current performance of the convenience retail provision across the Black Country. This is used as a basis for forecasting the capacity for additional convenience retail floorspace for the period to 2026. The capacity tables accompanying this assessment are attached in **Appendix 7**.

8.2 Addressing each of the strategic and non-strategic centres and out-of-centre provision across the Black Country, we have reviewed shopping patterns and performance of existing convenience goods floorspace. Using the composite market shares derived from the household telephone survey and baseline expenditure estimates, we have calculated the convenience goods turnover of the main convenience provision in the sub-region.

8.3 The analysis reviews the performance of the main foodstores identified by the results of the household telephone survey, by comparing each with sales based upon estimates of company average. The survey results can underestimate the turnover of single stores on the basis that they may not be the regular destination for main food shopping but instead receive a large number of shoppers who visit infrequently which would not be identified by the survey. For example, M&S and Waitrose in particular, tend to be understated. In these circumstances individual forecasts should be treated with caution, and wherever possible should be corroborated by other sources where available.

8.4 Table 8.1 highlights the indicated trader performance of the convenience sector compared to estimated company average sales turnover. This is likely to be largely determined by the performance of the 'anchor' foodstore, and does not necessarily mirror the performance of small independent trades in each centre. A more detailed discussion of each individual centre is set out below which should be read in conjunction with town centre healthchecks and the catchment area plans provided in **Appendices 4** and **5**. The 'Other provision' refers to foodstores outside of the strategic and non-strategic centres; as per those listed in Table 7.2 in the previous section.

(i) Strategic Centres

8.5 In total, we estimate that the convenience stores in the strategic centres have a turnover of **£392.2m** which is above estimates based on company average sales (£273.2m). It is evident however, that the stores in Wolverhampton and Brierley Hill are trading well above average level with an estimated turnover of **£150.3m** and **£143.1m** respectively, and stores in West Bromwich are trading at broadly company average turnover levels.

8.6 Whilst stores in Wolverhampton, Brierley Hill and West Bromwich appear to be trading well, those in Walsall are under performing. Estimated company average sales suggest the stores should be achieving a combined turnover of £90.9m, whereas our estimates suggest that the stores are currently turning over just **£74.2m**, a deficit of £17.7m. On closer analysis it is apparent that the Morrisons store is performing at above company average levels, but this is offset by the Tesco and Asda stores, which both appear to be undertrading. It is possible that the layout and location of the stores respectively is one of the contributing factors to these stores not trading as well as would be expected.

Table 8.1: Current Trading Performance of main foodstore provision in the Black Country

Centre / Foodstore	2009 Turnover (£000s)	Company Average Sales (£000s)
Wolverhampton*	£150,276	£71,075
Brierley Hill	£143,089	£87,003
Walsall	£74,190	£90,921
West Bromwich	£24,607	£24,176
Total Strategic Centres	**£392,162**	**£273,175**
Bilston	£63,173	£38,114
Great Bridge	£60,731	£41,467
Oldbury	£54,049	£31,871
Blackheath	£52,092	£29,855
Wednesfield	£50,196	£31,420
Brownhills	£48,367	£21,592
Aldridge	£45,279	£20,418
Darlaston	£44,612	£28,460
Cape Hill	£44,276	£38,859
Bloxwich	£43,079	£19,070
Wednesbury	£36,443	£31,471
Cradley Heath	£30,589	£35,383
Halesowen	£25,141	£45,951
Sedgley	£18,681	£12,306
Dudley	£19,103	£16,957
Stourbridge	£16,338	£22,132
Willenhall	£12,752	£10,530
Bearwood	£9,790	£9,865
Kingswinford	£8,095	£9,314
Lye	£230	£1,241
Total Non-Strategic Centres	**£683,018**	**£496,276**
Dudley 'Other provision'	£112,737	£74,001
Walsall 'Other provision'	£75,147	£101,139
Sandwell 'Other provision'	£74,797	£52,061
Wolverhampton 'Other provision'	£43,675	£52,542
Total 'Other provision'	**£306,356**	**£279,743**
TOTAL	**£1,381,536**	**£1,322,369**

Source: GVA Grimley Convenience Modelling, Appendix 7 *Includes Asda, Molineux Way

8.7 In terms of convenience goods turnover, it is evident that the majority of the non-strategic centres which are anchored by one of the 'Big 5' foodstores are all performing well, with the exception of Cradley Heath, Halesowen and Stourbridge. Non-strategic centres which are anchored by smaller foodstores such as Somerfield are performing below company average levels, (e.g. Kingswinford); with the exception of Willenhall which is performing better. Lacking a foodstore anchor, Lye is not performing well. We summarise in greater detail below the performance of each of the non-strategic centres. The Plans included in **Appendix 5** demonstrate the influence of each centre in terms of market share across the survey zones.

(ii) Non-Strategic Centres

8.8 **Bilston Town Centre** *(Wolverhampton)* has a turnover of £63.2m which is above our estimate of company average turnover (£38.1m). This is almost entirely attributable to the **Morrisons** store on Market Street which is drawing a significant level of trade, particularly from Zones 47 and 49.

8.9 **Great Bridge Town Centre** *(Sandwell)* has a turnover of £60.7m which is above our estimate of company average turnover (£41.5m). The **Asda** store at Great Bridge Retail Park is the main foodstore in the centre and appears to be drawing a significant level of trade from Zones 23, 16 and 17. this reflects the weakness of the convenience provision in West Bromwich. **Oldbury Town Centre** *(Sandwell)* has a turnover of £54m which is above our estimate based on company average sales (£32.9m) suggesting that the **Sainsbury's** store is performing well. Again, this also reflects the centres strong trade draw from the core West Bromwich catchment.

8.10 **Blackheath Town Centre** *(Sandwell)* has a turnover of £52.1m which is above estimates of company average turnover (£29.9m). This turnover is almost entirely attributable to the **Sainsbury's** store on Halesowen Street which is drawing a significant level of its trade from Zones 9, 10 and 12.

8.11 **Wednesfield Town Centre** *(Wolverhampton)* has a turnover of £50.2m which is above our estimate of company average turnover (£31.4m). The Sainsbury's on Rookery Street is drawing the bulk of this trade whilst the Somerfield on High Street is less influential. The centre has a 52.2% market share in its location zone; Zone 44.

8.12 **Brownhills District Centre** *(Walsall)* has a turnover of £48.4m which is above our estimate of company average turnover £21.6m. Our analysis shows that this is almost exclusively down to the **Tesco** store situated south of the High Street, suggesting that the store is trading well. On closer analysis it is evident that a substantial level of this trade is drawn from Zone 40, where the centre is located, attracting 70.9% of the market share. A reasonably high level of trade is also drawn from Zones 41 and 35 and to a lesser extent from other nearby surrounding zones.

8.13 **Aldridge District Centre** *(Walsall)* has a turnover of £45.3m which is above company average sales turnover estimated at £20.4m. The **Morrisons** store on Anchor Road attracts the majority of trade and is performing at above estimates of company average levels. Aldridge's catchment area is relatively limited to just the immediate surrounding zones, the largest market share is derived from its location zone, Zone 41.

8.14 **Darlaston District Centre** *(Walsall)* has a turnover of £44.6m which is above our estimate of company average turnover (£28.5m). The **Asda** store which dominates King Street is evidently overtrading with the majority of trade drawn from Zone 32.

8.15 **Cape Hill Town Centre** *(Sandwell)* is performing above our estimate of company average turnover (£38.9m), with a turnover of £44.3m. The **Asda** on Windmill Lane is the main foodstore, drawing the majority of its trade from its location zone, (Zone 13) where is has a 44.7% market share. The centre has a reasonable market share in Zone 14 (21.7%) but a more limited influence over other surrounding zones.

8.16 **Bloxwich District Centre** *(Walsall)* is performing well with a turnover of £43.1m which is above our estimate of company average turnover (£19.1m). The **Asda** store located to the south of the centre is trading at above average levels, drawing over 70% of its trade from Zone 35.

8.17 **Wednesbury Town Centre** *(Sandwell)* has a turnover of £37.4m which is above our estimates based on company average sales (£31.5m). This suggests that the new **Morrisons** store on Holyhead Road which opened in November 2007 is trading well. The centre draws the majority of trade from Zones 32 and 17.

8.18 **Cradley Heath Town Centre** *(Sandwell)* has a turnover of £30.6m which is below estimates based upon company average sales estimated at £35.4m. We estimate that the new **Tesco** is currently trading at company average levels, which suggests that the foodstore is dominating the centre and other convenience stores are not performing as well as expected.

8.19 **Halesowen Town Centre** *(Dudley)* has a turnover of £25.1m which is well below our estimate of company average sales (£46m). This suggests that the new **Asda** store is currently trading at below average levels. This store has however only been trading since November 2008 and it is possible that it is not yet fully established as a convenience goods destination.

8.20 **Sedgley District Centre** *(Dudley)* has a turnover of £18.7m in comparison with company average sales turnover (£12.3m). On closer analysis it is evident that the centre performs particularly well in terms of top-up shopping, with the large **Co-op** drawing slightly more than the **Somerfield** store. The centre draws most trade from its location zone; Zone 22.

8.21 **Dudley Town Centre** *(Dudley)* has a turnover of £19.1m which is above company average sales turnover estimated at £17m. The convenience offer in Dudley is rather limited with **Somerfield** and **Netto** being the main foodstore operators. A high proportion of the centre's overall market share is for top-up food shopping purposes. The centre draws the majority of trade from Zones 19 and 21, but even within this core catchment, the centres share of convenience spend is low, and is overshadowed by Brierley Hill. This suggests a clear deficiency in Dudley, and a need for a well located large foodstore to underpin the centres convenience retail offer.

8.22 **Stourbridge Town Centre** *(Dudley)* has a turnover of £17.3m which is below estimated company average sales at £22.1m. This suggests that the **Waitrose** store in the Ryemarket centre is not performing as well as it should be, although in our experience it is common for the methodology used to underestimate the turnover of Waitrose stores. The survey reveals that Stourbridge has a very limited catchment area with over 50% of its trade drawn from its location zone (Zone 37).

8.23 **Willenhall District Centre** *(Walsall)* has a turnover of £12.8m which is above our estimate of company average sales (£10.5m) and highlights that the **Somerfield** is currently performing well. A high proportion of the centre's overall market share is accounted for by top-up food shopping activity. The centre draws a high level of trade from Zones 46 and 45.

8.24 **Bearwood Town Centre** *(Sandwell)* has a turnover of £9.8m which is in line with company average sales estimated at £9.9m. The **Somerfield** on Bearwood Road is the main foodstore identified in the survey and is evidently trading to expectation. Closer analysis suggests that the centre is largely used for top-up food shopping purposes from a core catchment area comprising Zones 1, 13, 14, 16 and 17.

8.25 **Kingswinford District Centre** *(Dudley)* has a turnover of £8.1m which is less than the £9.3m we estimate in accordance with company average sales. The **Somerfield** on High Street is the main foodstore which is underperforming. The survey results reveal that Kingswinford is attracting the majority of its market share for top-up shopping purposes from a limited core catchment area comprising Zones 25, 26 and 52.

8.26 **Lye District Centre** *(Dudley)* has the lowest turnover of all the non-strategic centres amounting to £0.2m which is over £1m less than what it should be achieving compared to our estimate of company average sales (£1.2m). This is not entirely unexpected as foodstore provision in Lye is limited to a handful of small convenience stores, which are particularly difficult to model with any precision. However, the centre is not performing as a destination for main food shopping and appears to play only a limited role for top-up food shopping from the immediate location zone (Zone 28).

(iii) Out-of-Centre Convenience Stores

8.27 The household telephone survey has identified the use of several out-of-centre foodstores in each of the local authority boroughs which have a collective turnover of **£307.4m**, compared with a company average turnover of **£279.7m**.

8.28 The survey has identified that the most trade is being drawn to stores in Dudley borough which have a combined turnover of, £112.7m compared to our estimate of company average sales at £74m. The **Tesco** on Birmingham Road *(Dudley)* and the **Morrisons** at Charterfield Shopping Centre *(Dudley)* draw the most trade. The Sainsbury's on Sandringham Way *(Dudley)* also draws a level of trade from the survey area. These reinforce the disparity between the out-of-centre provision and the offer of Dudley town centre.

8.29 The survey identifies two out-of-centre convenience stores within Sandwell's administrative boundary; the **Asda** on Wednesbury Oak Road, Tipton and the **Asda** on Wolverhampton Road in Oldbury. Both stores are performing well, drawing a combined turnover of £74.8m, compared with a company average sales turnover of £52.1m. Again, this highlights the scale of out-of-centre provision compared to the provision in West Bromwich town centre.

8.30 In Wolverhampton the survey identifies a reasonable level of trade draw to the **Morrisons** at Pendeford Park Shopping Centre and to a lesser extent to the **Waitrose** at Penn Road. The stores have a combined turnover of £43.7m, which suggests that both stores are performing at below estimates of company average sales at £52.5m, although we have previously highlighted the margins of error inherent in this type of analysis.

8.31 In Walsall, the results of the survey suggest that the **Sainsbury's** at Reedswood Way is performing well with a turnover of £37.4m, well above company average sales estimated at £24.5m. However, both the **Morrisons** at Wallows Lane and the **Tesco** at Owen Road (just outside of Willenhall) appear to be performing at below company average levels. The three stores identified have a combined turnover of £75.1m compared to an expected turnover of £101.1m.

Baseline Convenience Goods Capacity Forecasts

8.32 We have examined the capacity for further convenience goods floorspace at the global level for the Black Country from 2009 up to 2026 (incorporating the interim years of 2011, 2016 and 2021 in accordance with PPS6/4). Capacity forecasts become increasingly open to margins of error over time and should be updated over the LDF period (discussed in more detail in Section 12). It is also important to note that the analysis is largely predicated on the performance of large foodstores owned by multiple retailers, and in considering need and impact at the local level the role and performance of smaller independent retailers should be taken into account.

8.33 The forecasts for global capacity provide a basis to test alternative options for the spatial distribution of new development although the scope for redistribution is limited as convenience retail tends to have a tighter catchment area. By forecasting at the strategic level, the Black Country Councils can make informed policy choices about where the capacity should be met depending on a range of other considerations such as site availability and accessibility. Capacity inevitably arises in these centres which are trading very well; however, this does not necessarily imply that such capacity is best met within these particular centres. As highlighted in our policy recommendations, careful consideration should be given to opportunities where the capacity arising can better meet strategic priorities in more appropriate and sustainable ways. For example by ensuring there is an appropriate scale of convenience provision in West Bromwich Strategic Centre, Dudley Town Centre and Lye District Centre.

8.34 Table 8.2 illustrates the convenience goods capacity for the Black Country (before commitments) based on current market shares and turnover identified in Table 8.1.

Table 8.2: Baseline Capacity Forecasts for Convenience Goods before Commitments

	2011 (sqm net)	2016 (sqm net)	2021 (sqm net)	2026 (sqm net)
GLOBAL BLACK COUNTRY	**33,892**	**37,612**	**46,681**	**57,252**
Wolverhampton				
Wolverhampton	7,992	8,504	9,498	10,767
Bilston	2,536	2,941	3,371	3,927
Wednesfield	1,901	2,045	2,375	2,812
Out-of-centre	-866	-734	-446	-98
Total Wolverhampton Borough	**11,563**	**12,756**	**14,798**	**17,408**

	2011 (sqm net)	2016 (sqm net)	2021 (sqm net)	2026 (sqm net)
Walsall				
Walsall	-1,638	-1,453	-967	-331
Aldridge	2,508	2,659	2,958	3,344
Bloxwich	2,421	2,621	2,909	3,294
Brownhills	2,700	2,933	3,257	3,671
Darlaston	1,636	1,823	2,120	2,492
Willenhall	228	287	373	490
Out-of-centre	-2,563	-2,312	-1,815	-1,158
Total Walsall Borough	**5,292**	**6,558**	**8,835**	**11,802**
Sandwell				
West Bromwich	55	141	303	466
Bearwood	-3	-9	53	113
Blackheath	2,249	2,328	2,667	3,016
Cape Hill	563	508	788	1,060
Cradley Heath	-465	-412	-213	-4
Great Bridge	1,955	2,185	2,588	3,000
Oldbury	2,244	2,345	2,697	3,049
Wednesbury	515	632	872	1,132
Out-of-centre	2,309	2,513	3,004	3,520
Total Sandwell Borough	**9,422**	**10,231**	**12,759**	**15,352**
Dudley				
Brierley Hill	5,677	5,896	6,825	7,827
Dudley	224	264	388	526
Halesowen	-2,069	-2,060	-1,899	-1,726
Kingswinford	-118	-127	-75	-20
Lye	-101	-101	-100	-99
Sedgley	646	650	770	903
Stourbridge	-572	-575	-471	-361
Out-of-centre	3,927	4,118	4,851	5,639
Total Dudley Borough	**7,614**	**8,065**	**10,289**	**12,689**

Source: GVA Grimley, Convenience Capacity Modelling

8.35 In global terms we estimate capacity to support 33,892 sqm net additional convenience goods floorspace in the Black Country in 2011 which we expect to increase to 37,612 sqm net in 2016 and 46,681 sqm net in 2021. A significant proportion of this capacity (18,999 sqm net) arises in the non-strategic centres, particularly in Walsall (9,494 sqm net in 2011), Sandwell (7,057 sqm net) and Wolverhampton boroughs (4,437 sqm net).

8.36 We have not identified any capacity for additional convenience goods floorspace in the majority of non-strategic centres in Dudley up to 2026. This is a direct result of the current low-level trading or underperformance of certain centres highlighted by the household survey. Conversely, due to the strong performance of out-of-centre convenience foodstores in Dudley we have identified capacity 3,927 sqm net floorspace in 2011, in addition to 5,677 sqm net at Brierley Hill. Combined, we estimate a reasonable level of short term capacity for 7,614 sqm net additional floorspace across the borough at 2011 which we expect will increase to 12,689 sqm net by 2026.

8.37 The breakdown of capacity arising in the non-strategic centres suggests the projected oversupply of floorspace in Dudley borough is largely attributable to negative capacity arising in Halesowen and to a lesser extent, Stourbridge, Kingswinford and Lye based on the underperformance of stores in these centres. For the reasons outlined previously, it would be appropriate to plan for new foodstores in underperforming centres which have been identified as a strategic priority; in Dudley and Lye, for example, these figures demonstrate the need to reinforce their convenience offer. Similarly we have identified negative capacity in other centres such as Bearwood and Cradley Heath in Sandwell where stores are not currently performing to expectation.

Retail Commitments

8.38 In order to ensure our capacity forecasts are as up-to-date and robust as possible we have taken into account new convenience goods developments already coming forward in the future as a result of existing planning permissions. Table 8.3 presents the convenience commitments we have taken into consideration based on the information provided by the Black Country Authorities.

Table 8.3: Retail Commitments for Convenience Goods Floorspace in the Black Country

Retail Commitment	Additional Convenience Goods Floorspace (sqm net)
Wolverhampton	
Foodstore at Raglan Street, Wolverhampton	5,200
Summer Row development, Wolverhampton	2,913
Interchange, Phase One, Wolverhampton	81
Royal Hospital development, Wolverhampton	158
Springfield Brewery development, Wolverhampton	673
Low Level Station development, Wolverhampton	407
Bilston Urban Village/High Street Link	735
Former Mecca Bingo Unit, Bentley Bridge Retail Park, Wednesfield	1,125
New Lidl Store, Finchfield	632
Sub-Total	**11,924**
Walsall	
Tesco Extra and unit shops, Land at Walsall College of Arts & Technology	5,734
Waterfront North development, Land to the south of Wolverhampton Street	1,741
Waterfront South, Land between Charles Street and Canal	330
Gigaport development, Land north of Walsall town centre	146
Morrisons foodstore and unit shops development, Willenhall	2,308
Extension to Aldi, Burns Road, Wednesbury	91

Retail Commitment	Additional Convenience Goods Floorspace (sqm net)
Sub-Total	**10,350**
Sandwell	
Tesco redevelopment, West Bromwich Ringway	4,648
Sainsbury's extension, Halesowen Street, Blackheath	1,030
New Lidl Store, Cradley Heath	1,063
Mixed-use development at Great Bridge Business Park	363
Netto store development, Hagley Road West / Kings Highway	617
Tesco Express, Oldbury Road/Thorne Road	248
Sub-Total	**7,969**
Dudley	
Foodstore element in Crown Centre redevelopment, Stourbridge	3,043
New Aldi store at former B&Q, Stourbridge	1,486
New Aldi store at former Kwiksave, Netherton (net additional floorspace)	373
Tesco redevelopment, Town Gate Retail Park	1,743
Sub-Total	**6,645**
TOTAL Floorspace	**35,347**

Source: Black Country Authorities, 2009

8.39 Table 8.4 illustrates the global convenience goods capacity for the Black Country based on current market shares and taking account of the commitments outlined above. After factoring in commitments at 2016, it is evident that there will be global residual capacity arising over the plan period over and above consented developments. It should be noted that whilst there appears to be a reasonable level of capacity arising at 2011, this does not imply that there is immediate unmet convenience capacity up to 2011. It is evident that existing commitments will largely meet global convenience capacity across the Black Country where they have been factored in up to 2016. However, if we consider reasonable scope that some commitments may be delivered before 2016, and potentially by 2011, this will obviously absorb a proportion of capacity identified. In such instances, the capacity identified before 2016 in the table below is not a true reflection of available capacity and should therefore be treated with caution.

Table 8.4: Capacity Forecasts for Convenience Goods including Commitments

	2011 (sqm net)	2016 (sqm net)	2021 (sqm net)	2026 (sqm net)
BLACK COUNTRY	**33,892**	**724**	**9,792**	**20,364**
Wolverhampton				
Wolverhampton	7,992	-928	66	1,335
Bilston	2,536	2,206	2,636	3,192
Wednesfield	1,901	920	1,250	1,687
Out-of-centre	-866	-1,366	-1,078	-730

	2011 (sqm net)	2016 (sqm net)	2021 (sqm net)	2026 (sqm net)
Total Wolverhampton Borough	**11,563**	**833**	**2,874**	**5,484**
Walsall				
Walsall	-1,638	-9,404	-8,918	-8,282
Aldridge	2,508	2,659	2,958	3,344
Bloxwich	2,421	2,621	2,909	3,294
Brownhills	2,700	2,933	3,257	3,671
Darlaston	1,636	1,823	2,120	2,492
Willenhall	228	-2,021	-1,935	-1,818
Out-of-centre	-2,563	-2,403	-1,906	-1,249
Total Walsall Borough	**5,293**	**-3,792**	**-1,516**	**1,453**
Sandwell				
West Bromwich	55	-4,507	-4,344	-4,182
Bearwood	-3	-9	53	113
Blackheath	2,249	1,298	1,636	1,986
Cape Hill	563	508	788	1,060
Cradley Heath	-465	-1,475	-1,276	-1,067
Great Bridge	1,955	1,822	2,225	2,637
Oldbury	2,244	2,345	2,697	3,049
Wednesbury	515	632	872	1,132
Out-of-centre	2,309	1,648	2,139	2,656
Total Sandwell Borough	**9,421**	**2,263**	**4,791**	**7,384**
Dudley				
Brierley Hill	5,677	5,896	6,825	7,827
Dudley	224	264	388	526
Halesowen	-2,069	-2,060	-1,899	-1,726
Kingswinford	-118	-127	-75	-20
Lye	-101	-101	-100	-99
Sedgley	646	650	770	903
Stourbridge	-572	-5,105	-5,001	-4,891
Out-of-centre	3,927	2,002	2,735	3,523
Total Dudley Borough	**7,614**	**1,419**	**3,643**	**6,044**

Source: GVA Grimley, Convenience Capacity Modelling

8.40 As the table demonstrates, on a borough by borough basis at 2016 we project overall capacity arising in each borough after commitments with the exception of Walsall. This is largely a result of consented development coming forward in Walsall strategic centre and to a lesser extent the Morrisons development in Willenhall. If all commitments in the borough were to come forward by 2016, this would create an oversupply of -3,792 sqm net at 2016 and only falling to -1,516 sqm net at 2021. However, by 2026 we expect capacity to arise to support 1,453 sqm net additional convenience goods floorspace across the borough.

8.41 In Sandwell, while we project overall capacity for 2,263 sqm net convenience goods floorspace after commitments in 2016, there is still negative capacity arising in West Bromwich which is indicative of the current performance of existing provision and the level of additional floorspace coming forward as part of the Tesco scheme. Notwithstanding this oversupply, it is evident that there is sufficient capacity arising elsewhere in the borough which can support the level of permitted development. Furthermore, we would expect an enhanced foodstore offer to increase market share in the centre's core catchment zones (Zones 16 and 17) and clawback trade currently lost to other stores including the Morrisons in Wednesbury, the Asda at Great Bridge, the Sainsbury's at Oldbury and the Asda at Great Barr. We have projected negative capacity arising in other centres where we have identified a weaker turnover of existing provision such as Bearwood and Cradley Heath in Sandwell.

8.42 We have also projected negative capacity in Halesowen, Stourbridge, Kingswinford and Lye in Dudley borough. In the case of Stourbridge, the implied negative capacity at 2016 arises as a consequence of the foodstore permitted as part of the planned redevelopment of the Crown Centre. The Tesco Gate Retail Park also accounts for a significant proportion of identified capacity. Notwithstanding negative capacity arising in a number of Dudley's non-strategic centres, this is more than offset by capacity arising as a consequence of the strong performance of Brierley Hill and at out-of-centre foodstores.

8.43 In Wolverhampton, existing commitments will effectively meet capacity up to 2021, although there will be negative capacity in Wolverhampton Strategic Centre until 2016 and only a small residual surplus emerging at 2021.

8.44 Overall, we have identified a significant level of global convenience goods capacity across the Black Country before taking into account any current commitments. Factoring in commitments, we estimate residual capacity for 724 sqm net in 2016 is likely to increase to 9,792 sqm net in 2021 and 20,364 sqm net by 2026. The majority of this arises in Sandwell, Dudley and Wolverhampton and less in Walsall.

Further opportunities/options

8.45 To examine alternative options for meeting the identified capacity, we have considered developments in the pipeline and allocated retail floorspace which includes extant allocations from existing UDP policy or proposed allocations coming forward in emerging policy. Drawing on estimates from GVA Grimley and information provided by the Black Country Authorities, Tables 8.5 and 8.6 summarise the level of potential new retail floorspace across the Black Country.

Table 8.5: Pipeline schemes for Convenience Goods Floorspace in the Black Country

Pipeline Scheme	Additional Convenience Goods Floorspace (sqm net)
Wolverhampton	
Interchange Phase Two, Wolverhampton	1,450
Piper's Row, Wolverhampton	233
New neighbourhood centre at former Goodyear tyre factory	265
Blakenhall Gardens	0
Sandwell	
Tesco, West Bromwich (2009)*	138
TOTAL Floorspace	**2,086**

Source: Black Country Authorities, 2009 *Over and above 2006 consented scheme modelled as a commitment

Table 8.6 Allocations for Convenience Goods Floorspace in the Black Country (sqm net)

Site Allocation	Additional Convenience Goods Floorspace (sqm net)
Wolverhampton	
CC9(ii) Worcester Street/Church Street/Temple Street	114
CC9(iv) School Street	241
Policy B14 All Saints and Blakenhall CDA - Warehouse Quarter	130
Sub-Total	**485**
Walsall	
WA10 Lower Hall Lane / Digbeth / Old Square	-1,023
AL4 The Precinct & AL5 Land at High Street / Little Aston Road	302
BR8I & 8II Tesco Expansion	598
BX6II Asda extension	660
Sub-Total	**537**
Sandwell	
BHPr5, 11 & 14 Blackheath	195
GBPr1, 7 & 8 Great Bridge	347
OLPr3 & 4 Oldbury	273
Sub-Total	**815**
Dudley	
Brierley Hill Town Centre (inc. extension to Asda, Brierley Hill High St)*	11,400
Dudley Town Centre (King Street/Flood Street area)	5,200
Stourbridge Town Centre	4,550
Lye District Centre	650
Sub-Total	**21,800**
TOTAL Floorspace	**23,637**

Source: Black Country Authorities, 2009 *Emerging policy allocations

8.46 On the basis of current market shares there is clearly limited capacity to support new floorspace in the short-term, after existing commitments. The tables above highlight a further 23,637 sqm net of allocated convenience goods floorspace and 2,086 sqm net floorspace in the pipeline. If we anticipate that all convenience retail floorspace allocations and pipeline development could also come forward by 2016, this would create oversupply of floorspace, at the global level, for the remainder of the plan period as highlighted in Table 8.7.

Table 8.7: Global Capacity Forecasts for Convenience Goods in the Black Country

GLOBAL BLACK COUNTRY	2011 (sqm net)	2016 (sqm net)	2021 (sqm net)	2026 (sqm net)
Baseline before Commitments	**33,892**	**37,612**	**46,681**	**57,252**
Baseline including Commitments	**33,892**	**724**	**9,792**	**20,364**
Baseline including Commitments, Allocations & Pipeline Development (at 2016)	**33,892**	**-24,998**	**-15,930**	**-5,359**

Source: GVA Grimley Convenience Capacity Modelling

8.47 The 'global' capacity forecasts indicated that in broad terms there is likely to be capacity in the period up to 2026 to accommodate all the identified convenience commitments, expanded/proposed development plan allocations and pipeline schemes. However, it is evident that there would be a significant shortfall by 2021, and in particular by 2016 if all the proposals and commitments were to come forward within this timescale, addressed later in the policy recommendations. Table 8.8 provides a more detailed breakdown of capacity in each centre, after commitments and potential developments in the form of pipeline proposals and allocated floorspace.

Table 8.8: Capacity Forecasts for Convenience Goods including Commitments, Pipeline and Allocations

	2011 (sqm net)	2016 (sqm net)	2021 (sqm net)	2026 (sqm net)
BLACK COUNTRY	**33,892**	**-24,998**	**-15,930**	**-5,359**
Wolverhampton				
Wolverhampton	7,992	-3,231	-2,238	-968
Bilston	2,536	2,206	2,636	3,192
Wednesfield	1,901	920	1,250	1,687
Out-of-centre	-866	-1,496	-1,208	-860
Total Wolverhampton Borough	**11,563**	**-1,600**	**441**	**3,051**
Walsall				
Walsall	-1,638	-8,381	-7,895	-7,259
Aldridge	2,508	2,357	2,656	3,042
Bloxwich	2,421	2,023	2,311	2,696
Brownhills	2,700	2,273	2,597	3,011
Darlaston	1,636	1,823	2,120	2,492
Willenhall	228	-2,021	-1,935	-1,818

	2011 (sqm net)	2016 (sqm net)	2021 (sqm net)	2026 (sqm net)
Out-of-centre	-2,563	-2,403	-1,906	-1,249
Total Walsall Borough	**5,293**	**-4,328**	**-2,052**	**916**
Sandwell				
West Bromwich	55	-4,644	-4,482	-4,319
Bearwood	-3	-9	53	113
Blackheath	2,249	1,103	1,441	1,791
Cape Hill	563	508	788	1,060
Cradley Heath	-465	-1,475	-1,276	-1,067
Great Bridge	1,955	1,475	1,878	2,290
Oldbury	2,244	2,072	2,424	2,776
Wednesbury	515	632	872	1,132
Out-of-centre	2,309	1,648	2,139	2,656
Total Sandwell Borough	**9,421**	**1,310**	**3,838**	**6,431**
Dudley				
Brierley Hill	5,677	-5,504	-4,575	-3,573
Dudley	224	-4,936	-4,812	-4,674
Halesowen	-2,069	-2,060	-1,899	-1,726
Kingswinford	-118	-127	-75	-20
Lye	-101	-751	-750	-749
Sedgley	646	650	770	903
Stourbridge	-572	-9,655	-9,551	-9,441
Out-of-centre	3,927	2,002	2,735	3,523
Total Dudley Borough	**7,614**	**-20,381**	**-18,157**	**-15,756**

Source: GVA Grimley Convenience Capacity Modelling

8.48 Clearly these capacity figures are indicated as a guide, and do not represent an absolute ceiling on the scale of additional convenience floorspace value to be supported in the Black Country. In particular, some 'clawback' of expenditure currently lost to centres and out-of-centre stores outside the study area, is considered feasible to be achieved. However, the projections are based on forecast population and spending growth, and assumptions about the growth of e-tailing, and it is equally possible that the projections will prove optimistic. A further important factor is that the capacity projections are based largely on the identified performance of main foodstores, and do not take into account the need to sustain and enhance the role of local shopping and independent retailers.

8.49 The prospect of a significant oversupply of 'main foodstore' provision within the Black Country will place increased pressure in the non-strategic town centres, district and local centres. It is also likely that further proposals will come forward which have not been identified in the commitment/allocations and pipeline figures, for example for appropriately sized local convenience shops serving very localised catchments. Again these are likely to erode the scale of identified capacity, suggesting a cautious approach should be taken and it will be relevant to set guideline floorspace thresholds, and consider the phasing of new development within the JCS. This will be examined in more detail in section 11.

8.50 Looking at each borough in turn, in Wolverhampton the analysis suggests that the significant commitments for new foodstores at Raglan Street, the potential to incorporate additional convenience floorspace in Summer Row and the other identified opportunities within and on the edge of the centre will exceed identified convenience shopping needs up to 2016. We have identified further opportunities within the City Centre which can further contribute to meeting any future identified need, suggesting it would not be appropriate to plan for any further significant increase in convenience goods floorspace within Wolverhampton over the JCS period.

8.51 While the capacity analysis suggests a reasonable 'fit' between the scale of committed and proposed convenience floorspace in Wolverhampton borough and identified needs, it is also relevant to note the significant concentration of committed/proposed floorspace in and around Wolverhampton City Centre. In qualitative terms, the city is already served by large foodstores and will be further enhanced by the committed proposals. We consider the Council should take a cautious view to any further proposals for large foodstores in and around Wolverhampton; it should avoid over-concentration of convenience shopping facilities in the centre, and continue to support and enhance the important role convenience retail offer plays in the non-strategic centres of Bilston and Wednesfield and the network of district and local centres (especially as comparison shopping is likely to play a more limited role in securing their regeneration). It will be important to consider the potential cumulative impact of such a significant scale of additional convenience shopping floorspace in Wolverhampton on these centres.

8.52 In Dudley, it is evident that significant capacity is generated by the strong performance of foodstores at Brierley Hill and out-of-centre stores. A proportion of this capacity will be accounted for by committed floorspace in Stourbridge and the Tesco at Town Gate Retail Park. While our allowances suggested there will still be additional capacity arising within the Dudley area even after these commitments by 2016, which will increase further in the period up to 2021, this would not be sufficient to accommodate all the current/proposed allocations and pipeline developments.

8.53 It is evident that a significant proportion of the capacity generated in Dudley is as a consequence of the performance of Brierley Hill, but for reasons outlined previously, this reflects the fact that large dominant foodstores in Brierley Hill are achieving a significant market share from the core catchments of neighbouring centres, in particular Dudley town centre. While it is appropriate that Brierley Hill remains the key focus for 'higher order' comparison shopping within the borough, we consider there is a need to rebalance current convenience shopping patterns, and to seek as far as possible to retain main food shopping expenditure within the catchments where it is generated.

8.54 In these circumstances, we consider the JCS should prioritise the need for a new convenience foodstore in Dudley town centre on the King Street/Flood Street site, which will in effect bring about a redistribution of trade away from Brierley Hill and out-of-centre foodstores back into Dudley town centre. Given the need for a large foodstores capable of competing effectively with other stores in the area, we consider the JCS should make provision for up to circa 5,000 sqm net of additional convenience goods floorspace in Dudley town centre as a priority in the period up to 2016.

8.55 The other significant priority we have identified in Dudley is for a new appropriately sized foodstore to underpin the role of Lye as a town centre. There is an extant allocation for circa 650 sqm net of convenience floorspace, based on figures provided by the Council. In practice we consider it would be appropriate to plan positively to accommodate a new modern foodstore of up to circa 1,500 sqm net convenience goods floorspace within this centre in order to reinforce its role. Again we consider this should be a priority in the period up to 2016.

8.56 This analysis suggests that it may be appropriate to take a more cautious approach to the scale of additional convenience shopping floorspace supported at Brierley Hill. This centre is already demonstrably well served by large foodstores, as evidenced by its turnover and market share and ability to draw trade from an extensive area. The implied capacity at Brierley Hill reflects this extensive trade draw, including significant trade drawn from zones 19 and 21 which may be more sustainably met by a new quality foodstore in Dudley town centre. We would be concerned that over provision of large foodstores in and around Brierley Hill may reinforce the current pattern of polarisation, and could impact on neighbouring non-strategic town centres, district and local centres.

8.57 In these circumstances, we consider it may be more appropriate to plan for not more than circa 5,000 sqm net of additional convenience goods floorspace at Brierley Hill, to be delivered over the period up to 2016, and to ensure that further convenience shopping floorspace within the centre is appropriately assessed in terms of its impact on neighbouring town, district and local centres, and the situation is monitored carefully in the period up to 2016 and beyond.

8.58 In Sandwell, the analysis suggests there is sufficient capacity to accommodate all the identified commitments, existing/proposed allocations and pipeline schemes. These include the clear quantitative and qualitative need for a large modern foodstore to anchor West Bromwich town centre, and include capacity for further convenience shopping floorspace at Blackheath, Cradley Heath and Great Bridge. While in global terms there is sufficient capacity to accommodate all these developments in the period up to 2016, in practice the consequence of these developments is likely to be a redistribution of main foodstore sales from the strong over trading stores in Oldbury and Great Bridge to underpin new development in West Bromwich. We have not specifically examined the impact of the West Bromwich proposals, on these centres. However, this approach is likely to contribute to more sustainable convenience shopping patterns, and any potential impact on the main foodstore provision in these centres is likely to be sustainable and justified based on the urgent need to regenerate West Bromwich town centre.

8.59 While the capacity projections for Sandwell indicate some additional capacity beyond identified commitments and allocations up to 2016 and beyond, we do not consider it is necessary to make any further specific provisions within the JCS. In practice, any additional capacity arising should support the position of the other non-strategic centres and district and local centres, and may where appropriate warrant provision of additional local convenience shopping centres where needed to serve purely local needs.

8.60 Finally, in Walsall, it is evident that the commitments are focused in two centres – Walsall and Willenhall. While the global capacity analysis suggests these commitments will be largely supported by identified capacity in the period up to 2021, they indicate a significant shortfall in the period up to 2016. Furthermore, the scale of commitments identified in Walsall suggests a significant redistribution of convenience shopping activity within the borough, with implications for the turnover of main foodstores within the non-strategic centres of Aldridge, Bloxwich, Brownhills and Darlaston.

8.61 While we would support an appropriate scale of additional convenience shopping provision in Walsall, in order to address the evident deficiencies in the existing main foodstores serving the centre, and to underpin regeneration of the strategic centre, we consider the Council should take a cautious approach to any further proposals for main food shopping provision. In common with Wolverhampton and Brierley Hill, where we have expressed our concerns about the over concentration of convenience shopping floorspace and their implications for the non-strategic centres and district and local centres, we consider the Council should carefully monitor the impact of these commitments on smaller centres within the borough. This analysis also suggests that the Council should take a very cautious approach to proposals for further convenience shopping floorspace outside its defined centres. In accordance with the sequential approach new development should be directed towards existing centres and further out-of-centre development should be restricted.

8.62 Based on the above recommendations we have undertaken some additional sensitivity analysis to demonstrate residual capacity after current commitments and identified priorities in Dudley and Lye at 2021 and 2026. Table 8.9 highlights that there will be an oversupply of floorspace in Dudley borough at 2021 as a result of new floorspace coming forward in Dudley and Lye. If we also take into account an additional 5,000 sqm net at Brierley Hill this will have the effect of creating a more significant over supply at 2021 and create negative capacity at 2026. This reinforces our view that a more cautious approach should be taken to the scale of additional convenience shopping floorspace proposed at Brierley Hill.

Table 8.9: Residual Capacity for Convenience Goods (after commitments & priority developments (Dudley & Lye)*

	2021 (sqm net)	2026 (sqm net)
GLOBAL BLACK COUNTRY	**4,142**	**14,713**
Wolverhampton	2,874	5,484
Walsall	-1,516	1,452
Sandwell	4,790	7,383
Dudley	-2,007	393

Source: GVA Grimley Convenience Capacity Modelling *assumes 5,000 sqm net in Dudley and 650 sqm net in Lye

Summary

8.63 We have identified a significant level of capacity for convenience goods floorspace in the Black Country up to 2026. Factoring in commitments at 2016 we estimate residual capacity for 724 at 2016, increasing to 9,792 in 2021 and 20,364 sqm net by 2026. However, when we take into consideration additional pipeline and extant allocations for additional convenience goods floorspace we estimate an oversupply of floorspace across the plan period to 2026.

8.64 This is on the basis of current market shares and does not take into consideration the ability for centres to increase their market share. This is particularly pertinent with regard to the planned enhancement of the current Tesco store in West Bromwich which is likely to claw back a substantial element of trade currently lost to competing foodstores elsewhere in the Black Country and beyond. However, it suggests a cautious approach should be taken when considering proposals for more convenience shopping provision outside defined centres.

8.65 In Wolverhampton, we have identified sufficient capacity to accommodate the major commitments within and on the edge of the city centre. We do not consider it will be appropriate to plan for any further major convenience shopping provision within the city centre, and believe the Council should take a cautious approach about the impact of further large foodstores in and around the strategic centre on the role of convenience retailing within the non-strategic town and district and local centres. This is crucial particularly as the NSCs are more reliant on their convenience retail offer for their vitality and viability whilst their comparison shopping function is more limited. We are concerned about the potential effects of an over-concentration of convenience shopping facilities in the city centre on the balanced network of centres.

8.66 In Dudley, after commitments in Stourbridge and the Tesco on Town Gate Retail Park there is limited additional capacity arising up to 2016 and insufficient capacity to accommodate all the identified allocation/pipeline proposals. On this basis, we consider our priority should be afforded to Dudley town centre, where we would support up to circa 5,000 sqm net of additional convenience shopping floorspace to address a clear quantitative and qualitative deficiency. We also consider priority should be attached to supporting an appropriately sized store of circa 650 sqm net in Lye in order to reinforce its role as a town centre.

8.67 We have tested these priorities against capacity after commitments and on this basis consider it appropriate to take a more cautious approach to the scale of additional convenience shopping at Brierley Hill, which is already well served by convenience stores and draws trade from a wide catchment including Dudley town centre. We consider it would be appropriate to plan for no more than circa 5,000 sqm net additional convenience floorspace at Brierley Hill, and consider carefully the impact of this provision on neighbouring centres.

8.68 In Sandwell, we consider there is capacity to support current commitments and pipeline proposals in West Bromwich, Black Heath, Cradley Heath and Great Bridge. In particular, the analysis supports the clear quantitative and qualitative need for a large foodstore in West Bromwich of up to circa 5,000 sqm net. We consider there is no need to make further provision within Sandwell beyond commitments, allocations and pipeline schemes.

8.69 In Walsall our analysis suggest commitments which are focused in Walsall and Willenhall town centres will more than meet identified capacity in the period up to 2016 and beyond. We anticipate these developments will result in a significant redistribution of activity, and have an impact on main foodstores in the other non-strategic centres within Walsall. On this basis we do not identify scope for further significant convenience shopping facilities over the JCS period, and consider the Council should take a cautious approach to the further concentration of convenience shopping in Walsall.

9. COMPARISON RETAIL NEEDS

9.1 This section presents our assessment of the current performance of the comparison retail provision across the Black Country. We have assessed each of the main comparison goods shopping destinations by reviewing shopping patterns and performance of existing floorspace. Using the market shares derived from the survey and baseline expenditure estimates, we have calculated the comparison goods turnover of the strategic and non-strategic centres and 'other' locations.

9.2 The tables are set out in **Appendix 8**.

(i) Strategic Centres

9.3 We have used the household telephone interview survey to estimate the respective market shares of the strategic centres. Applying these to the baseline expenditure estimates we have calculated the comparison goods turnover of the strategic centres. Table 9.1 demonstrates the current turnover for comparison goods (before inflow) compared to the previous turnover identified in the 2004 study. For the purposes of comparing like for like, we have re-based the 2004 figures to 2007 prices (the most up-to-date price-base).

Table 9.1 Comparison Goods Turnover in the Strategic Centres (2007 Prices)

Centre	2004 Turnover (£000s)	2004 Market Share (%)	2009 Turnover (£000s)	2009 Market Share (%)
Brierley Hill	£558,486	14.2%	£705,027	14.7%
Wolverhampton	£445,878	11.3%	£552,211	11.5%
Walsall	£299,781	7.6%	£292,767	7.1%
West Bromwich	£118,116	3.0%	£68,787	1.4%
Total Strategic Centres	**£1,422,261**	**37.0%**	**£1,618,792**	**33.9%**

Source: GVA Grimley Comparison Capacity Modelling

9.4 It is evident from the table above that whilst the overall turnover for the strategic centres has increased; the overall market share has fallen since 2004. In terms of individual centres, Walsall and, to a greater extent West Bromwich, have both experienced a decline in market share. Wolverhampton and Brierley Hill have seen a marginal increase in their respective market shares since 2004.

9.5 Based on current shopping patterns, we estimate **Brierley Hill** has a comparison goods turnover from the survey area of £705m. With an inflow of 15% from beyond the survey area this equates to a total centre comparison turnover of £829m.

9.6 **Wolverhampton City Centre** has a turnover of £552m for comparison goods from the survey area. With an inflow of 8% we estimate the total City Centre comparison turnover is £600m. **Walsall Town Centre** has a turnover of £293m, increasing to £308m with a 5% inflow. This equates to a sales density of £5,602 per sqm. **West Bromwich Town Centre** has a much lower turnover than the other strategic centres. We estimate the centre's turnover for comparison goods is £69m, increasing to £75m with an 8% inflow. This supports the current three tier designation in the RSS Phase 2 review.

(ii) Non-Strategic Centres

9.7 The current turnover for the non-strategic centres identified by the household survey is set out in Table 9.2 below, shown against the total comparison goods floorspace in the centre and the respective performance in terms of sales density.

Table 9.2 Comparison Goods Turnover in the Non-Strategic Centres (2007 Prices)

Centre	2009 Turnover With Inflow (£000s)	Floorspace (sqm net)	2009 Sales Density (£ per sqm)
Oldbury	£74,780	13,328	£5,611
Dudley	£67,601	24,791	£2,727
Wednesbury	£43,445	7,259	£5,985
Stourbridge	£40,139	17,701	£2,268
Bilston	£37,654	9,689	£3,886
Halesowen	£35,333	12,138	£2,911
Bearwood	£32,273	8,689	£3,714
Aldridge	£12,741	4,545	£2,803
Great Bridge	£12,124	10,722	£1,131
Cradley Heath	£11,504	6,090	£1,889
Blackheath	£10,700	5,205	£2,056
Willenhall	£9,884	5,197	£1,902
Kingswinford	£9,162	3,059	£2,996
Bloxwich	£8,069	8,475	£952
Brownhills	£7,913	6,283	£1,260
Cape Hill	£6,824	12,242	£557
Wednesfield	£6,250	2,530	£2,471
Darlaston	£5,584	2,745	£2,034
Sedgley*	£5,083	1,694	£3,000
Lye	£506	2,118	£239
Total Non-Strategic Centres	**£437,570**	**164,497**	**£2,660**

Source: GVA Grimley Comparison Capacity Modelling *based on bench-mark sales density £3,000/sqm net

9.8 This illustrates the position of Dudley and Oldbury, which both arguably occupy a distinct level within the non-strategic centres 'tier'. Both have similar comparison turnovers to West Bromwich, although the scale of development proposed in West Bromwich will clearly differentiate its convenience and comparison offer, and reinforce its definition as a strategic centre. The significant comparison turnover of Oldbury is attributable largely to the major retail parks, and will increase further as a consequence of committed development.

9.9 Dudley occupies a unique position, as a former strategic centre and as 'primus inter pares' of the non-strategic centre, based on its retail, civic and heritage/cultural role. Dudley also has the potential to enhance its convenience and comparison offer, which is needed to regenerate the centre and reverse its long-term decline. The appropriate scale and form of new development in the centre requires careful consideration, and needs to be considered in parallel with the planned expansion of Brierley Hill as the new strategic centre for the borough.

9.10 Below this level, most of the non-strategic centres have a more modest comparison retail offer, mainly focused on 'everyday' comparison goods complementing their convenience goods and services offer. We consider each centre in turn.

a) Wolverhampton

9.11 In Wolverhampton, Bilston and Wednesfield appear to be performing well. Bilston has a turnover of £38m which equates to a sales density of £3,866 per sqm net. Although the turnover of Wednesfield is much lower, at £7.3m it has much less floorspace and consequently has a reasonable sales density of £2,471 per sqm net. As illustrated on the plan in **Appendix 5**, Bilston draws some trade from a large number of the Black Country survey zones, reflecting the strong comparison offer and high levels of accessibility. Wednesfield has a more localised trade draw, mainly focusing on survey Zone 44 where it is situated. Due to its modest size, Wednesfield could be susceptible to any out-of-centre growth, e.g. at the nearby Bentley Bridge Retail Park.

b) Walsall

9.12 The non-strategic centres in Walsall have a much weaker comparison goods shopping function. Aldridge has the largest turnover at £13m. The remaining centres, of Willenhall, Bloxwich, Brownhills and Darlaston all have a comparison goods turnover of less than £10m. In terms of performance only Aldridge at £2,803 per sqm net, has a sales density above the non-strategic centre average sales density of £2,660 per sqm net. The plans provided in **Appendix 5** illustrate the market share of each non-strategic centre in Walsall. They largely attract trade from their immediate area, Zone 41 Aldridge, Zone 46 Willenhall, Zone 32 Darlaston, Zone 35 Bloxwich and Zone 40 Brownhills.

c) Sandwell

9.13 In Sandwell, the non-strategic centres have a mixed comparison shopping role and performance. **Oldbury** has a much higher turnover than other centres in Sandwell, with a turnover of £74.8m, although we expect that much of this turnover will be attributable to Oldbury Green Retail Park which is located edge-of-centre. Based on a 13,328 sqm net floorspace (which includes the retail park) we estimate a sales density of £5,611 per sqm in the centre.

9.14 **Wednesbury** also has one of the highest turnovers at £43m with a sales density of £5,985 per sqm net this indicates a good performance, although the comparison offer in the centre is more modest suggesting this turnover is overstated by the survey. Other centres performing well include **Bearwood** with a turnover of £32m and a sales density of £3,714 per sqm net and the centres of **Great Bridge, Cradley Heath,** and **Blackheath** all have a lower turnover of between £10m and £13m, reflecting their more limited comparison goods shopping role, and sales densities around £2,000 which is below average for the non-strategic centres.

9.15 **Cape Hill** has the lowest turnover of £7.8m and due to the high comparison goods floorspace, largely attributed to the Windmill Retail Park, the centre has a very low sales density at £557 per sqm net. In practice, we consider this is likely to be understated as we would not expect a centre such as Cape Hill to be performing at this level. It is possible that we have not been able to identify the full market share for the centre from the household survey.

9.16 Reflecting its high turnover, Wednesbury draws trade from an extensive catchment area with a larger market share in the immediate area, Zones 32 and 31. Other non-strategic centres in Sandwell have a narrower catchment area with the greatest trade attracted from their location zone; Zone 13 Bearwood, Zone 15 Oldbury, Zone 11 Cradley Heath, Zone 12 Blackheath and Zone 13 Cape Hill. Great Bridge has a more diluted catchment area generally covering the immediate surrounding zones, Zones 1, 7, 14-17 and 23.

d) Dudley

9.17 In Dudley, the function and performance of the non-strategic centres is very mixed. Dudley attracts the majority of its trade from its location zone (Zone 19) and adjacent Zone 21. The centre has a relatively wide catchment area although the market share per zone is marginal. Of the other non-strategic centres, Stourbridge attracts the highest market share from Zones 26 and 27, and to a lesser extent from Zone 28. Halesowen, Sedgley and Kingswinford draw the majority of their trade from their location and immediate surrounding zones, Halesowen Zone 10, Sedgley Zone 22 and Kingswinford Zone 25. Lye has a rather diluted catchment area drawing minimal trade from Zones 9, 26 and 28.

9.18 **Dudley** has a turnover of £68m (factoring in 5% inflow) which, is much higher than other non-strategic centres in the Black Country. This reflects Dudley' size, and its residual comparison goods shopping role. However, the centre has a sales density of £2,727 per sqm which is only marginally above the average comparison goods sales density for non-strategic centres in the Black Country. This is consistent with the healthcheck data and stakeholders views that the centre is performing poorly at present.

9.19 **Stourbridge** and **Halesowen** both have a significant comparison shopping function. Stourbridge has a turnover of £40m which equates to a sales density of £2,268 per sqm net. Halesowen has a lower turnover, at £35m, but a stronger sales density at £2,911 per sqm net.

9.20 We have identified 1,510 sqm net comparison goods floorspace in **Sedgley**. The household survey identified a turnover of £16m which implies a sales density of £9,397 per sqm which is almost comparable with comparison goods performance in Wolverhampton. The survey suggests that the centre is particularly popular for those purchasing DIY, household goods and electrical appliances. However we consider this may be an anomaly or survey error as we have identified limited provision for these types of goods in the centre. Based on the limited comparison retail on offer of the centre, we have assumed a more realistic sales density of £3,000 per sqm which implies a turnover of £5.1m which we consider a more realistic estimate for the purposes of our capacity modelling.

9.21 **Kingswinford** and particularly **Lye** also have a much more limited comparison shopping role. Kingswinford has a comparison turnover of £9m and a sales density of £2,996 per sqm net which despite the limited offer is a good performance. Lye has a comparison goods turnover of just £0.5m. This indicates that Lye would more appropriately be defined at a lower level in the hierarchy as it does not have a significant comparison shopping function.

(iii) Out-of-Centre Comparison Goods Provision

9.22 In line with conventional practice, we have modelled the turnover attributable to out-of-centre facilities, and the capacity arising as a result of any current 'overtrading' or forecast growth in this sector. However, such capacity should not be taken to suggest any quantitative need for further expansion of out-of-centre provision.

9.23 Our review of existing out-of-centre provision suggests there is already an extensive range and choice of out-of-centre retailing. The guiding strategy for the JCS should be to seek to redirect current and future comparison retail spending towards sites within, or failing that on the edge of town centres. Any exceptions to this principle would have to be judged against national and local policies, including consideration of need, scale, the sequential approach and impact.

9.24 Table 9.3 demonstrates the performance of out-of-centre comparison goods provision in the Black Country which comprises out-of-centre retail warehousing in retail parks and stand-alone units. It is evident that the existing provision in Sandwell is performing particularly well with a turnover of £69.1m equating to a sales density of £4,393 per sqm. It should be noted that the household survey did not distinguish between the Ikea store situated in Walsall borough with the adjacent Gallagher Retail Park in Sandwell. We have combined the turnover of both and attributed capacity between Sandwell and Walsall based on the origin of spend attracted to these facilities.

9.25 Other Black Country boroughs are performing more in line with expectations with approximate sales densities between £1,000 and £2,000 per sqm. Overall we estimate out-of-centre comparison goods floorspace in the Black Country is currently achieving a combined turnover of **£284.4m**.

Table 9.3 Comparison Goods Turnover in out-of-centre locations (2007 Prices)

Borough	2009 Turnover (£000s)	Floorspace (sqm net)	2009 Sales Density (£ per sqm)
Walsall	£115,712	42,531	£2,721
Sandwell	£69,148	15,739	£4,393
Wolverhampton	£57,282	33,002	£1,736
Dudley	£42,245	20,384	£2,072
Total	**£284,388**	**111,656**	**£2,547**

Source: GVA Grimley Comparison Capacity Modelling

9.26 It is evident from the telephone survey that out-of-centre facilities in Wolverhampton and Dudley draw 45% and 41% of their total turnover respectively from outside the Black Country which is considered significant. We have also identified a reasonable level of trade draw to out-of-centre provision in Sandwell and Walsall which respectively draw 17% and 12% of their total turnover from outside the Black Country. This suggests that current provision meets the needs of both the Black Country and the wider surrounding area.

Baseline Comparison Goods Capacity Forecasts

9.27 We have examined the capacity for further comparison goods floorspace at the global level for the Black Country up to 2026 (incorporating the interim years of 2011, 2016 and 2021). It is important to note that capacity forecasts become increasingly open to margins of error over time and should be updated over the LDF period. These forecasts should also be viewed in the context of the current slowdown in the economy and lower levels of growth in expenditure up to 2016 to reflect this.

9.28 As highlighted previously, we have identified an overall fall in the strategic centres market share since the 2004 study. We consider the centres should at least regain and maintain their previous market share and therefore project capacity forward from this basis. In addition, we have also considered the scope for, and effects of, planning for a more significant uplift in the market share of West Bromwich. This is considered later.

9.29 We have identified previous sales densities for each of the strategic centres from the 2004 study. These have been re-based to 2007 figures and grown by 2.5% per annum sales efficiency over 5 years to provide a realistic performance for the strategic centres at the base year in 2009. Table 9.4 illustrates the global comparison goods capacity for the strategic centres (before commitments) based on current market shares.

Table 9.4: Baseline Capacity Forecasts for Comparison Goods in the Strategic Centres (before Commitments)

	2009 (sqm net)	2011 (sqm net)	2016 (sqm net)	2021 (sqm net)	2026 sqm net)
Total Strategic Centres	**29,669**	**35,591**	**59,255**	**117,735**	**184,331**
Wolverhampton	8,699	10,517	17,913	35,877	56,430
Walsall	4,509	5,679	10,392	21,947	35,121
West Bromwich	956	1,417	3,251	7,798	12,958
Brierley Hill	15,504	17,979	27,700	52,114	79,823

Source: GVA Grimley Comparison Capacity Modelling

9.30 It is evident that there is significant capacity to support additional comparison floorspace in the Black Country strategic centres up to 2026. In the short term (up to 2011) there is capacity to support 35,591 sqm net of new floorspace, the majority of which is arising in Brierley Hill. On a strategic centre basis, we do not anticipate sufficient capacity to fully support the RSS Phase 2 floorspace requirements of 142,500 sqm net up to 2021 as highlighted on Table 9.5 below. However, this is based on a constant market share and does not take into account the potential for redistribution from elsewhere in the Black Country survey area or the potential for the strategic centres to increase market share and overall available expenditure to support additional floorspace.

Table 9.5: RSS Comparison Floorspace requirements & GVA Grimley Capacity projections for Strategic Centres

	RSS Phase 1 to 2021	RSS Phase 2 to 2021	RSS Phase 2 updated figures to 2021	GVA Capacity to 2021	
Wolverhampton	**40,500**	**52,500**	**41,250**	**35,877**	**(sqm net)**
	54,000	70,000	55,000	47,835	(sqm gross)
Walsall	**33,750**	**45,000**	**33,750**	**21,947**	**(sqm net)**
	45,000	60,000	45,000	29,263	(sqm gross)
West Bromwich	**26,250**	**33,750**	**26,250**	**7,798**	**(sqm net)**
	35,000	45,000	35,000	10,397	(sqm gross)
Brierley Hill	**38,250**	**48,750**	**41,250**	**52,114**	**(sqm net)**
	51,000	65,000	55,000	69,485	(sqm gross)
TOTAL Strategic Centres	**138,750**	**180,000**	**142,500**	**117,735**	(sqm net)
	185,000	240,000	190,000	156,980	(sqm gross)

Source: RTP West Midlands Regional Centres Study – Further update (May 2009) / GVA Grimley Comparison Capacity Modelling

9.31 The WMRSS Phase 2 Panel Report was published on 28 September 2009 recommending no change to the original RSS Phase 2 figures in respect of the Black Country centres as shown in column 2 of Table 9.5 above. Table 9.6 below demonstrates global capacity available across the Black Country (before commitments) and estimated residual capacity after taking into account the RSS figures at 2021 and 2026. Based on this analysis it is evident that there is sufficient capacity to meet the RSS requirements over the

JCS plan period, although this will be reliant on a degree of redistribution from the non-strategic centres and out-of-centre locations.

Table 9.6: Residual Global Capacity after RSS Comparison Floorspace requirements (before commitments)

	2021		2026	
	(sqm net)	(sqm gross)	(sqm net)	(sqm gross)
Identified Global Capacity by GVA Grimley	215,021	286,695	356,598	475,463
Global RSS Phase 2 Floorspace Requirements (Column 2, Table 9.5)	180,000	240,000	78,750	105,000
GLOBAL RESIDUAL CAPACITY	**35,021**	**46,695**	**97,848***	**130,463***

Source: GVA Grimley Comparison Capacity Modelling *takes into account combined RSS requirements at 2021 and 2026

9.32 Table 9.7 demonstrates the breakdown of global capacity by borough (also included in more detail in subsequent tables). It is apparent that there will be an oversupply of floorspace in Wolverhampton's borough at 2021, but with some residual capacity emerging by 2026. It should be noted that this does not take into account any increases in market share which would be expected following the delivery of major planned developments, such as Summer Row, which will markedly uplift the centre's attraction as a major shopping destination. It is therefore realistic to assume a reasonable increase in trade draw to Wolverhampton from elsewhere in the Black Country and we have identified sufficient capacity to support this. We would also expect a reasonable increase in trade draw from outside the survey area to further underpin the recommended level of development across the Black Country.

Table 9.7: Residual Capacity by Borough after RSS Comparison Floorspace requirements (before commitments)

	2021		2026	
	(sqm net)	(sqm gross)	(sqm net)	(sqm gross)
Wolverhampton	-10,970	-14,627	533	710
Walsall	7,992	10,656	26,444	35,259
Sandwell	14,004	18,673	24,696	32,928
Dudley	23,995	31,994	46,174	61,566
TOTAL RESIDUAL CAPACITY	**35,021**	**46,695**	**97,848***	**130,463***

Source: GVA Grimley Comparison Capacity Modelling *takes into account combined RSS requirements at 2021 and 2026

9.33 In the following sections we consider in greater detail the various commitments for additional comparison goods floorspace and other development options/opportunities in the Black Country which will ultimately contribute towards meeting the RSS figures.

9.34 For the non-strategic centres we have applied current market shares identified by the most recent household survey and assuming no capacity at the 2009 base year we project forward from this basis. Unlike the strategic centres, we have not 'benchmarked' current sales performance against the previous study as we do not have a reliable figure for comparison purposes, and our assessment suggests little if any 'latent' capacity in these centres.

9.35 Equally, we have not made any allowance for increased market shares in the non-strategic centres, although in practice we expect their market share will have fallen since 2004 and it would be legitimate to plan to enhance their market share where possible. Dudley, and Oldbury in particular, have the potential to increase significantly their current market share based on the scale of new development planned in them. Table 9.8 shows the results of our baseline capacity analysis for each of the Black Country authorities and globally for the Black Country as a whole.

Table 9.8: Baseline Capacity Forecasts for Comparison Goods before Commitments

	2009 (sqm net)	2011 (sqm net)	2016 (sqm net)	2021 (sqm net)	2026 (sqm net)
BLACK COUNTRY	**29,669**	**47,690**	**95,435**	**215,021**	**356,598**
Wolverhampton					
Wolverhampton	8,699	10,517	17,913	35,877	56,430
Bilston	-	194	1,493	3,482	5,933
Wednesfield	-	32	146	462	855
Out-of-Centre	-	-9,267	-6,127	1,710	12,315
Total Wolverhampton Borough	**8,699**	**1,475**	**13,425**	**41,530**	**75,533**
Walsall					
Walsall	4,509	5,679	10,392	21,947	35,121
Aldridge	-	66	397	1,055	1,890
Bloxwich	-	42	284	705	1,235
Brownhills	-	41	302	718	1,242
Darlaston	-	29	203	495	854
Willenhall	-	51	352	868	1,539
Out-of-Centre	-	5,413	11,461	27,204	48,313
Total Walsall Borough	**4,509**	**11,320**	**23,389**	**52,992**	**90,194**
Sandwell					
West Bromwich	956	1,417	3,251	7,798	12,958
Bearwood	-	166	529	2,127	631
Blackheath	-	55	276	820	1,428
Cape Hill	-	35	113	451	820
Cradley Heath	-	59	285	868	1,527
Great Bridge	-	62	366	990	1,680

	2009 (sqm net)	2011 (sqm net)	2016 (sqm net)	2021 (sqm net)	2026 (sqm net)
Oldbury	-	385	1,824	5,612	9,795
Wednesbury	-	224	1,292	3,178	6,196
Out-of-Centre	-	12,912	16,508	25,911	38,410
Total Sandwell Borough	**956**	**15,315**	**24,443**	**47,754**	**73,446**
Dudley					
Brierley Hill	15,504	17,979	27,700	52,114	79,823
Dudley	-	348	1,750	5,189	9,142
Halesowen	-	182	764	2,540	4,550
Kingswinford	-	47	167	623	1,142
Lye	-	3	9	34	62
Sedgley	-	3,694	4,020	4,829	5,790
Stourbridge	-	207	805	2,814	5,095
Out-of-Centre	-	-2,880	-1,038	4,603	11,820
Total Dudley Borough	**15,504**	**19,580**	**34,178**	**72,745**	**117,424**

Source: GVA Grimley, Comparison Capacity Modelling

Retail Commitments

9.36 In order to ensure our capacity forecasts are as up-to-date and robust as possible we have taken into account new comparison goods developments already coming forward in the future as a result of existing planning permissions. Based on the information provided by the Black Country Authorities, the level of commitments for each borough is set out in Table 9.9.

Table 9.9: Retail Commitments for Comparison Goods Floorspace

Retail Commitment	**Additional Comparison Goods Floorspace**	
	(sqm net)	**(sqm gross)**
Wolverhampton		
Foodstore at Raglan Street, Wolverhampton	3,570	4,760
Summer Row development, Wolverhampton	30,773	41,030
Interchange, Phase One, Wolverhampton	450	600
Royal Hospital development , Wolverhampton	122	162
Springfield Brewery development, Wolverhampton	518	690
Low Level Station development, Wolverhampton	313	418
Little Brickiln Street/Worcester Street Triangle, Wolverhampton	218	290
Peel Centre, Stafford Street, Wolverhampton	1,874	2,499
Bilston Urban Village/ High Street Link	848	1,130
Former Mecca Bingo Unit, Bentley Bridge Retail Park, Wednesfield	453	604
New Lidl Store, Finchfield	158	211
Sub-Total	**39,297**	**52,394**

Retail Commitment	Additional Comparison Goods Floorspace (sqm net)	(sqm gross)
Walsall		
Tesco Extra and unit shops, Land at Walsall College of Arts & Technology	3,100	4,133
Gigaport development, Land north of Walsall town centre	72	96
Morrisons foodstore and unit shops development, Willenhall	1,630	2,173
New retail units, Wood Street, Upper & Lower Lichfield Street, Willenhall	600	800
Sub-Total	**5,402**	**7,203**
Sandwell		
Tesco redevelopment, West Bromwich Ringway	16,052	21,403
Queens Square Extension, West Bromwich	9,090	12,120
Retail units at Great Bridge Retail Park, Great Bridge	419	559
Mixed-use development at Great Bridge Business Park	244	325
Oldbury Junction	19,168	25,557
Sub-Total	**44,973**	**59,964**
Dudley		
Crown Centre redevelopment, Stourbridge	1,589	2,119
Sub-Total	**1,589**	**2,119**
TOTAL Floorspace	**91,261**	**121,680**

Source: Black Country Authorities, 2009 NB: Assumes 75:25% / Gross:Net floorspace ratio

9.37 In the strategic centres there is permission for an additional 64,278 sqm net floorspace from existing planning permissions which includes the Summer Row development in Wolverhampton, the redevelopment of West Bromwich town centre and the Tesco development in Walsall amongst others. In the non-strategic centres we have identified 24,951 sqm net comparison goods floorspace with planning permission which largely comprises consent for 19,168 sqm net additional floorspace at Oldbury Junction.

9.38 Based on the assumption that all these commitments came forward, we have factored all commitments into our capacity forecasting at 2016. Table 9.10 below shows that, on the global level, existing commitments in the strategic and non-strategic centres will absorb much of the capacity at 2016, but by 2021 a significant level of residual global capacity will arise to support new developments across the Black Country. As highlighted previously, it should be acknowledged that whilst there appears to be a reasonable level of capacity arising at 2011, this does not imply that there is immediate unmet convenience capacity up to 2011. It is evident that existing commitments will largely meet global comparison goods capacity across the Black Country where they have been factored in at 2016. However, assuming that some commitments may be delivered before 2016, and potentially by 2011, this will obviously absorb a proportion of capacity identified. In such instances, the capacity identified before 2016 in the table below is not a true reflection of available capacity and should therefore be treated with caution.

Table 9.10: Baseline Capacity Forecasts for Comparison Goods including Commitments

	2011 (sqm net)	2016 (sqm net)	2021 (sqm net)	2026 (sqm net)
BLACK COUNTRY	**47,690**	**4,174**	**123,760**	**265,336**
Wolverhampton				
Wolverhampton	10,517	-18,051	-87	20,466
Bilston	194	645	2,634	5,085
Wednesfield	32	-307	9	402
Out-of-Centre	-9,267	-8,159	-322	10,283
Total Wolverhampton Borough	**1,475**	**-25,872**	**2,233**	**36,236**
Walsall				
Walsall	5,679	7,220	18,775	31,949
Aldridge	66	397	1,055	1,890
Bloxwich	42	284	705	1,235
Brownhills	41	302	718	1,242
Darlaston	29	203	495	854
Willenhall	51	-1,879	-1,363	-691
Out-of-Centre	5,413	11,461	27,204	48,313
Total Walsall Borough	**11,320**	**17,987**	**47,589**	**84,792**
Sandwell				
West Bromwich	1,417	-21,891	-17,344	-12,184
Bearwood	166	529	2,127	631
Blackheath	55	276	820	1,428
Cape Hill	35	113	451	820
Cradley Heath	59	285	868	1,527
Great Bridge	62	-297	327	1,017
Oldbury	385	-17,343	-13,556	-9,372
Wednesbury	224	1,292	3,178	6,196
Out-of-Centre	12,912	16,508	25,911	38,410
Total Sandwell Borough	**15,315**	**-20,530**	**2,782**	**28,473**
Dudley				
Brierley Hill	17,979	27,700	52,114	79,823
Dudley	348	1,750	5,189	9,142
Halesowen	182	764	2,540	4,550
Kingswinford	47	167	623	1,142
Lye	3	9	34	62
Sedgley	3,694	4,020	4,829	5,790
Stourbridge	207	-784	1,225	3,506
Out-of-Centre	-2,880	-1,038	4,603	11,820
Total Dudley Borough	**19,580**	**32,589**	**71,156**	**115,835**

Source: GVA Grimley, Comparison Capacity Modelling

9.39 This analysis demonstrates that significant global capacity identified in the Black Country by 2016 will be more than met by the scale of committed floorspace assuming this comes forward within this timescale. The main commitments are in West Bromwich, Oldbury and Wolverhampton, and looking at the figures on a borough basis it is evident that committed floorspace results in a deficit in both Wolverhampton and

Sandwell up to and after 2021. While it is not practicable to model the impact of every possible scenario, it is evident that this scale of development will increase the market shares of West Bromwich, Oldbury and Wolverhampton, and impact on the other centres in each borough, and within the adjoining boroughs.

9.40 In Walsall and Dudley, in the absence of major commitments, we identify significant capacity arising up to 2016 and beyond. Without new development in centres within these boroughs, for the reasons outlined earlier we expect their market share will decline. However, in practice, there are a range of further development options in each which will reinforce their role and offset the effects of current commitments.

9.41 In Dudley in particular, Brierley Hill will come forward as the Strategic Centre for the borough which must meet RSS policy PA11A previously discussed in section 4 (Paragraph 4.35).

Additional Development Options

9.42 Drawing on estimates from GVA Grimley and information provided by the Black Country Authorities, Tables 9.11 and 9.121 summarise the floorspace allocations and development in the pipeline across the Black Country.

Table 9.11: Pipeline schemes for Comparison Goods Floorspace in the Black Country

Pipeline Scheme	Additional Comparison Goods Floorspace	
	Net (sqm)	(sqm gross)
Wolverhampton		
Pipers Row, Wolverhampton	628	837
Interchange, Phase Two, Wolverhampton	3,671	4,895
Sandwell		
Phase 1 & 2 Tesco development, West Bromwich (2009 scheme)*	11,548	15,397
TOTAL Floorspace	**15,847**	**21,129**

Source: Black Country Authorities, 2009 *Net additional floorspace over and above 2006 consent

Table 9.12: Existing and Proposed Policy Allocations for Comparison Goods Floorspace in the Black Country

Site Allocation	Additional Comparison Goods Floorspace	
	(sqm net)	(sqm gross)
Wolverhampton		
CC6(a(ii)) Darlington Street	375	500
CC9(ii) Worcester Street/Church Street/Temple Street	131	175
CC((iv) School Street	279	372
Policy B14 (ii) All Saints and Blakenhall CD4 – Warehouse Quarter	150	200
Sub-Total	**935**	**1,247**
Walsall		
WA10 Lower Hall Lane / Digbeth / Old Square	9,998	13,331
AL4 The Precinct & AL5 Land at High Street / Little Aston Road	736	981
BX6II Asda extension	690	920

Site Allocation	Additional Comparison Goods Floorspace	
	(sqm net)	(sqm gross)
BR8I, & 8II Tesco Expansion	1,235	1,647
Sub-Total	**12,658**	**16,877**
Sandwell		
BHPr5, 11 & 14 Blackheath	525	700
GBPr1, 7 & 8 Great Bridge	935	1,247
OLPr3 & 4 Oldbury	735	980
Sub-Total	**2,195**	**2,927**
Dudley		
Brierley Hill Town Centre*	48,750	65,000
Dudley Town Centre (King Street/Flood Street area)	11,250	15,000
Halesowen Town Centre	2,197	2,929
Stourbridge Town Centre	3,375	4,500
Sub-Total	**65,572**	**87,429**
TOTAL Floorspace	**81,360**	**108,480**

Source: Black Country Authorities, 2009 *emerging policy allocations NB: Assumes 75:25% / Gross:Net floorspace ratio

9.43 In total, current allocations and pipeline developments therefore account for circa 97,207 sqm net additional comparison retail floorspace. The timescale for these opportunities coming forward depends on a range of factors, including planning. It is evident that not all these opportunities would be likely to be built and have reached an established trading pattern by 2016, but Table 9.13 shows a summary of the global capacity we have identified with and without commitments and also taking into account the combined level of floorspace from allocations and pipeline schemes in the Black Country; assumed these are all built and established by 2016.

Table 9.13: Global Capacity Forecasts for Comparison Goods in the Black Country

GLOBAL BLACK COUNTRY	2009	2011	2016	2021	2026	
Baseline Before Commitments	**29,669**	**47,690**	**95,435**	**215,021**	**356,598**	**(sqm net)**
	39,559	63,587	127,247	286,695	475,463	(sqm gross)
Baseline including Commitments	29,669	**47,690**	**4,174**	**123,760**	**265,336**	**(sqm net)**
	39,559	63,587	5,566	165,014	353,782	(sqm gross)
Baseline including Commitments, Allocations & Pipeline development (at 2016)	**29,669**	**47,690**	**-93,032**	**26,553**	**168,130**	**(sqm net)**
	39,559	63,587	-124,043	35,405	224,173	(sqm gross)

Source: GVA Grimley Comparison Capacity Modelling

9.44 This analysis suggests that in the period up to 2021, in global terms there is capacity to support all the identified commitments, allocations and pipeline schemes in the strategic centres, with further capacity arising by 2026. These projections are more cautious than previous studies, reflecting the more cautious growth expectations. We consider this approach is appropriate given the current market uncertainties. However, we would expect quality new development in the strategic centres to increase their market share, which would increase the amount of new floorspace likely to be supportable (albeit at the expense of other centres).

9.45 Our global projections suggest that the scale of current commitment and current/proposed allocation and pipeline development are fully supported in the period up to 2021, and further capacity arises thereafter. However, we predict a significant shortfall if all these developments come forward by 2016. Furthermore, it is evident from reviewing where existing capacity arises, and where new development is proposed, that this scale of development is only supportable based on significant changes in current shopping patterns. Table 9.14 highlights the breakdown of capacity by centre taking into account all commitments, pipeline and allocations identified above.

Table 9.14: Capacity Forecasts for Comparison Goods after Commitments, Pipeline and Allocations (sqm net)

	2011 (sqm net)	2016 (sqm net)	2021 (sqm net)	2026 (sqm net)
BLACK COUNTRY	**47,690**	**-93,032**	**26,553**	**168,130**
Wolverhampton				
Wolverhampton	10,517	-23,135	-5,172	15,382
Bilston	194	645	2,634	5,085
Wednesfield	32	-307	9	402
Out-of-Centre	-9,267	-8,309	-472	10,133
Total Wolverhampton Borough	**1,475**	**-31,106**	**-3,001**	**31,002**
Walsall				
Walsall	5,679	-2,779	8,777	21,951
Aldridge	66	-339	319	1,154
Bloxwich	42	-406	15	545
Brownhills	41	-933	-517	8
Darlaston	29	203	495	854
Willenhall	51	-1,879	-1,363	-691
Out-of-Centre	5,413	11,461	27,204	48,313
Total Walsall Borough	**11,320**	**5,328**	**34,931**	**72,134**
Sandwell				
West Bromwich	1,417	-33,439	-28,892	-23,732
Bearwood	166	529	2,127	631
Blackheath	55	-249	295	903
Cape Hill	35	113	451	820
Cradley Heath	59	285	868	1,527
Great Bridge	62	-1,231	-607	82
Oldbury	385	-18,078	-14,291	-10,107
Wednesbury	224	1,292	3,178	6,196
Out-of-Centre	12,912	16,508	25,911	38,410

	2011 (sqm net)	2016 (sqm net)	2021 (sqm net)	2026 (sqm net)
Total Sandwell Borough	**15,315**	**-34,273**	**-10,961**	**14,731**
Dudley				
Brierley Hill	17,979	-21,050	3,364	31,073
Dudley	348	-9,500	-6,061	-2,108
Halesowen	182	-1,433	343	2,354
Kingswinford	47	167	623	1,142
Lye	3	9	34	62
Sedgley	3,694	4,020	4,829	5,790
Stourbridge	207	-4,159	-2,150	131
Out-of-Centre	-2,880	-1,038	4,603	11,820
Total Dudley Borough	**19,580**	**-32,982**	**5,585**	**50,263**

Source: GVA Grimley Comparison Capacity Modelling

9.46 In Wolverhampton, the scale committed for space in and around the city centre exceeds significantly the city centre floorspace capacity at 2016 based on Wolverhampton's current market share. Inevitably, the scale of development proposed in the city centre will increase its market share, and in practical terms this will result in some impact on Wolverhampton's non-strategic centres and neighbouring town centres.

9.47 In Sandwell, the scale of committed floorspace at Oldbury and West Bromwich Town Centre result in a negative capacity at 2016, and are unlikely to be supportable based on current market shares much before 2021. This is on the basis of substantial redistribution of capacity from the other non-strategic town centres and out-of-centre provision within Sandwell. Clearly in practice there is potential for both West Bromwich and Oldbury to claw back expenditure lost from the borough, including expenditure currently attracted to Birmingham City Centre, existing out-of-centre services, and nearby strategic centres including Brierley Hill. On this basis, we consider the scale of floorspace currently committed in Oldbury and West Bromwich, and additional comparison retail floorspace proposed in West Bromwich and the more modest proposals in Blackheath and Great Bridge are all likely to be supportable.

9.48 We anticipate the effects of new development in West Bromwich Town Centre will be to stem some of the current leakage of comparison goods expenditure to nearby centres such as Brierley Hill, and as a consequence of this development the indicated scale of capacity for the floorspace in Brierley Hill based on its current market shares may be reduced. We consider this is an inevitable consequence of the RSS Strategy which seeks to rebalance the network of centres and support major development in West Bromwich Strategic Centre. This will not materially affect the capacity for significant further comparison retail development within Brierley Hill and Dudley, which is considered later.

9.49 In Walsall, given the limited scale of current commitments, we have identified significant global capacity arising as a consequence of performance of the strategic centre, non-strategic town centres and the extensive out-of-centre shopping facilities serving the borough. Even on current market shares, this suggests there is more than sufficient capacity within the borough by 2016 to support fully the level of current commitment and allocations. For the reasons outlined above, we anticipate the scale of new floorspace coming forward in Wolverhampton and, in Sandwell will be likely to redirect a proportion of Walsall's capacity to new developments in those centres.

9.50 However, in the period beyond 2016, we have identified significant additional comparison shopping floorspace, of circa 47,589 sqm net by 2021, which exceeds the total indicated comparison policy allocations of circa 12,658 sqm net. This suggests that if Walsall is to be able to maintain and enhance its market share, and meet the RSS figures, it will be necessary to identify and actively promote opportunities for major comparison retail development in the centre, over and above the current proposals. Failure to secure this scale of development is likely to result in Walsall's market share declining further, as Wolverhampton, Brierley Hill and West Bromwich all improve their current position.

9.51 We have identified nominal capacity in the range of other non-strategic town centres in Walsall. However, in the absence of any significant new comparison retail development proposals in these centres, we anticipate that the effect of new development in neighbouring centres, both in Walsall and in the adjoining boroughs, is likely to largely offset the capacity identified. In these circumstances, we are concerned at the potential for further decline in Walsall's strategic centre without positive intervention to notably identify and promote major new retail development.

9.52 Finally, in the case of Dudley, Brierley Hill strategic centre generates significant capacity for traditional comparison shopping floorspace within the borough in the period up to 2016 and beyond. Dudley Town Centre also generates significant additional comparison floorspace capacity, particularly towards the end of the study period. Collectively, we have identified global capacity for circa 32,589 sqm net of additional comparison shopping floorspace in Dudley borough by 2016 (including commitments), increasing to 71,156 sqm net by 2021, the majority of which is generated at Brierley Hill.

9.53 In these circumstances, there will be more than sufficient capacity at 2021 to accommodate the additional scale of comparison shopping floorspace envisaged at Brierley Hill, Dudley, Halesowen and Stourbridge, collectively totalling 65,572 sqm net. For reasons outlined previously, it is likely that the scale of new development being proposed in Wolverhampton and Sandwell will, by reducing leakage to Brierley Hill, have some effect on the global capacity arising within Dudley. However, while these developments may curtail the extent of Brierley Hill's catchment, there is scope for both Brierley Hill and Dudley to increase their market penetration within their core catchment areas as a consequence of new development. In these circumstances, we are confident that there will be capacity to support this scale of additional development within the Dudley centres by 2016.

Impact Assessment

9.54 For the reasons outlined previously, it is not practical to attempt to model the cumulative impacts of all the identified commitments and policy allocations/pipeline developments within the Black Country centres. In global terms, our analysis suggests that there is capacity to accommodate the current aspirations of each authority, with capacity arising at or around 2021 and additional capacity within each borough, and in the Black Country as a whole, arising between 2021 and 2026. Equally, it is evident that much of the new development committed and in the pipeline is expected to take place in the strategic centres, in line with RSS policy.

9.55 The proposals for West Bromwich will require a significant step change in the centres current market share, with the attendant redistribution of activity as expenditure is clawed back from neighbouring high order centres. In order to gain a clearer understanding of how this may be achieved in reality we have assessed the likely implications of the current proposed development in West Bromwich town centre (c.36,690 sqm net comparison goods floorspace), alongside the delivery of the consented scheme at the Junction in Oldbury (c.19,168 sqm), which is discussed in more detail below. The Tables to accompany our analysis are included in **Appendix 9**.

9.56 Without a more detailed understanding of the proposed retail composition involved in each scheme we have estimated that both schemes would have the potential to achieve a sales density of £5,000 per sqm. Based on this assumption, the current proposed scale of development in West Bromwich has the potential to turnover an estimated £183.5m and the Junction, an estimated £95.8m; a combined turnover of just under £280m. As previously highlighted there is insufficient capacity, based on current market shares, to support this combined scale of development. It is therefore necessary to consider from where the retail turnover for both schemes will be derived from.

9.57 Based on the results of the household telephone survey, we have focused our analysis on shopping patterns in the zones where West Bromwich currently draws trade for comparison goods shopping. Table 9.15 identifies these zones in the first column, which are hereafter referred to collectively as 'West Bromwich's catchment area'. Based on current shopping patterns we have estimated where the potential turnover of the schemes planned in West Bromwich and in Oldbury will be derived from.

Table 9.15: Trade Draw Pattern of Proposed Development in West Bromwich and Oldbury 2016

Zone	WEST BROMWICH REDEVELOPMENT		OLDBURY JUNCTION	
	Estimated Trade Draw (%)	Estimated Trade Draw £m	Estimated Trade Draw (%)	Estimated Trade Draw £m
1	0.4%	£0.7m	2.8%	£2.7m
2	9.7%	£17.7m	0.7%	£0.7m
5	0.4%	£0.8m	2.9%	£2.8m
7	4.3%	£8.0m	0.7%	£0.7m
9	0.2%	£0.4m	2.9%	£2.8m
10	1.1%	£1.9m	0.0%	-
12	3.2%	£5.9m	11.8%	£11.3m
13	13.3%	£24.4m	6.8%	£6.5m
14	14.5%	£27.0m	31.0%	£29.7m
15	10.2%	£18.8m	19.8%	£19.0m
16	10.0%	£18.4m	6.8%	£6.5m
17	16.8%	£30.7m	4.6%	£4.4m

Zone	WEST BROMWICH REDEVELOPMENT		OLDBURY JUNCTION	
	Estimated Trade Draw (%)	Estimated Trade Draw £m	Estimated Trade Draw (%)	Estimated Trade Draw £m
21	0.2%	£0.4m	1.2%	£1.1m
23	8.2%	£15.0m	7.8%	£7.4m
31	0.2%	£0.3m	0.0%	-
32	5.5%	£10.2m	0.0%	-
37	1.7%	£3.0m	0.2%	£0.2m
54	0.2%	£0.4m	0.0%	-
TOTAL	**100%**	**£183.5m**	**100%**	**£95.8m**

Source: GVA Grimley Impact Modelling, 2009

9.58 The implication of trade diversion from existing centres is set out in Table 9, **Appendix 9**; and here in Table 9.16. The figures effectively demonstrate the cumulative impact of the schemes in West Bromwich and Oldbury on the turnover of each respective shopping destination currently drawing a reasonable level of comparison goods trade from within West Bromwich's catchment area. Whilst our trade draw estimates for the two schemes focused on zones within West Bromwich's catchment area, we have taken into account the estimated turnover of centres listed below from the wider Black Country survey area (not accounting for inflow) in order to reflect impact proportionately.

Table 9.16: Impact of West Bromwich & Oldbury Junction on Comparison Goods Trade Draw 2016

CENTRE	Total Turnover from Survey Area (without inflow) 2009 (£000) BASE POSITION	Forecast Turnover from Survey Area 2016 (£000) NO NEW DEVELOPMENT	Forecast Turnover from Survey Area 2016 (£000 WITH WEST BROMWICH & OLDBURY	Impact of West Bromwich & Oldbury on Forecast Turnover 2016 (£000)	(%)
West Bromwich	**68,787**	**79,277**	**253,905**	**174,628**	**220.3**
Oldbury	**74,780**	**86,042**	**170,191**	**84,149**	**97.8**
Walsall	292,767	343,096	331,559	-11,537	-3.4
Brierley Hill	705,027	809,697	738,387	-71,310	-8.8
Sandwell 'Other'	**138,296**	**96,729**	**70,411**	**-26,318**	**-27.2**
Wednesbury	43,445	50,733	49,744	-990	-2.0
Great Bridge	12,124	14,176	13,781	-396	-2.8
Bearwood	32,273	36,304	35,278	-1,026	-2.8
Wolverhampton	552,211	646,964	639,384	-7,581	-1.2
Birmingham	**532,283**	**607,591**	**511,974**	**-95,617**	**-15.7**

Source: GVA Grimley Impact Modelling, 2009

9.59 It is evident that the highest level of impact will be on Sandwell's out-of-centre retail warehousing, particularly the Gallagher Retail Park towards the north of the borough. However, it is evident from our analysis that the retail park is currently performing particularly well and even following the combined developments in West Bromwich and Oldbury we estimate that the retail park will continue to turnover circa £70.4m and maintain a healthy sales density of circa £4,473 per sqm.

9.60 We also estimate that there will be a reasonable level of impact on Birmingham city centre, however this would largely be a result of clawing back trade which is currently lost from the Black Country to the city. Furthermore the overall impact on Birmingham is considered negligible compared to the total turnover of the city centre. This is not fully reflected in the table above which presents only the turnover derived from the Black Country survey area, which is only a portion of Birmingham's wider catchment area.

9.61 As highlighted previously, we also anticipate that there will be some impact on Brierley Hill. Again we believe that the planned developments in West Bromwich and Oldbury will clawback a reasonable proportion of shoppers who currently travelling from zones within Sandwell's borough over to Merry Hill for their main comparison goods shopping. Based on the prominent role of Merry Hill as a core shopping destination both in the Black Country and the wider sub-region, we consider that the impact of developments in West Bromwich and Oldbury will be negligible and will not undermine the current role of the centre nor the proposed plans for its extension.

9.62 Impact on other centres in the Black Country, including the strategic centres of Walsall and Wolverhampton, is also considered negligible. It is evident from Table 9.15 that even taking into account the estimated level of trade draw to new developments in West Bromwich and Olbury in 2016, the majority of centres will still experience an increase in their respective turnovers from 2009 to 2016.

9.63 Due to the close proximity between West Bromwich and Oldbury we anticipate that there will be a degree of impact of both on each other. Previously we indicated that the scale of proposed development in West Bromwich has potential to achieve a total estimated turnover of £183.5m, based on an average sales density of £5,000 per sqm. However, our analysis shows that, taking into account the development of Oldbury Junction, West Bromwich is more likely to achieve an estimated turnover of £174.6m, a shortfall of £8.8m (5%). Similarly, we believe that Oldbury is more likely to achieve a turnover in the region of £84.1m, which is £11.7m less than the previously estimated £95.8m based on an average sales density of £5,000 per sqm.

9.64 In practice, the main concern relates to overlapping demand and retailer confidence in both. Particularly in current market conditions, if both schemes come forward in the same timescale, the schemes would compete directly with each other for new retailers. The degree of mutual impact will therefore largely be dictated by retailers being drawn to one scheme over the other. It is evident that neither centre's schemes will be able to fully achieve the potential turnover possible if only a single development was to come forward; however there are significant positive benefits arising from the proposals, particularly those in West Bromwich which are considered crucial to uplift the centre in accordance with its strategic centre status.

9.65 As far as the impact of other new development within the strategic centres is concerned, the main conclusion which emerges from our analysis is that Wolverhampton, Brierley Hill and West Bromwich all to varying degrees have the potential to maintain and enhance their current market share and comparison retail offer, while the scale of committed/pipeline development in Walsall is well below what is needed to maintain the centre's position. Without major new development to retain its current position, we anticipate that Walsall could decline as a consequence of these developments.

9.66 The second overall conclusion we would draw is that in line with national trends, much of the new comparison retail development proposed in the Black Country is concentrated in the higher order of strategic centres. As a consequence, while much of this new development depends on forecast population and spending growth, and to some extent claw back of expenditure from neighbouring centres, the further growth of the strategic centres will present further challenges for the non-strategic town centres. In our view this reinforces the need to focus on complementary strategies for the non-strategic centres, building in particular on their convenience retail and everyday services offer. It also suggests the need to have careful regard to the impact of further planned development in the strategic centres and the non-strategic centres.

9.67 Finally, the analysis is predicated on redirecting of the capacity generated by the extensive existing out-of-centre retail provision within the Black Country back into development within existing centres. While we consider this is a reasonable policy objective, it will depend on identifying and securing major development opportunities within and on the edge of defined centres capable of accommodating modern retailer requirements, including the need for larger shop units. In addition to adopting a highly proactive approach to identifying and allocating development sites, and where necessary taking steps to bring these forward, for example further use of CPO etc., the authorities will need to take a consistent approach to proposals for new or expanded out-of-centre shopping facilities where this could dissipate forecast capacity and reduce the scope for new town centre development. These issues are considered in more detail in Section 11.

Summary

9.68 We have identified a significant level of capacity for comparison goods floorspace in the Black Country up to 2026. Taking into consideration new development such as Summer Row in Wolverhampton and the redevelopment of West Bromwich we project an oversupply of floorspace in the short term in these centres. However, we have identified sufficient capacity to support all committed, pipeline and allocated floorspace by 2021 and further residual capacity arising by 2026.

9.69 Our analysis suggests commitments in West Bromwich, Oldbury and Wolverhampton will largely meet capacity in each borough up to 2021, and in the short-term, these developments will result in a redistribution of activity from neighbouring centres within each borough and beyond. The Sandwell commitments will result in the clawback of most of the trade lost to Birmingham and Brierley Hill from their core catchment.

9.70 The analysis suggests that global capacity in Dudley will be sufficient to support the major current policy proposals for Dudley and Brierley Hill town centres up to 2016 based on current market shares. While the effect of committed development in Wolverhampton and Sandwell would, if developed before 2016, reduce indicated capacity at Brierley Hill, in practice we are confident that any shortfall would be offset by clawback and further growth in capacity between 2016 and 2021.

9.71 The most significant mismatch between forecast capacity and committed/planned new development is in Walsall, where a large surplus is predicted at 2016 and beyond. In order to maintain its market share and enhance its role as a strategic centre, Walsall needs to secure major ‘higher order’ comparison retail development. While the new Tesco will reinforce its convenience offer and everyday comparison offer, this and other committed developments fall well short of the scale and quality of development needed.

9.72 Overall, our projections rely on the redistribution of the significant level of current and forecast sales from out-of-centre locations back into the strategic and certain non-strategic town centres to ensure the regeneration of the network of centres. We have not identified any quantitative capacity for future growth of out-of-centre retailing and consider it appropriate to resist further expansion of out-of-centre retail development to avoid any adverse impacts on the existing network of defined centres. This analysis informs our policy recommendations set out in Section 11.

10. OTHER TOWN CENTRE USES

10.1 As highlighted by our earlier analysis of leisure expenditure in the Black Country (set out in Section 5), we do not anticipate a net increase in total leisure spend over the next five years due to economic conditions. However, we expect a return to current levels by 2013 followed by a rise in leisure spend, making additional leisure facilities more viable.

10.2 In this section we set out our assessment of other town centre uses currently in the Black Country and consider the potential need for new commercial leisure uses and facilities within the Black Country. The range and location of existing provision is illustrated on Plans 6-8.

Cinema

10.3 The household survey identified that some 47.1% of households in the survey area visit a cinema. Presently, the Showcase Cinema at Castle Way, Dudley is the most popular location with a 17.4% market share. There are a total of six cinemas located within the Black Country which together attract 55.4% market share, as demonstrated by Table 10.1 below and illustrated on Plan 6.

Table 10.1: Cinema visitation in the Black Country

Cinema	Borough	No. of Screens	Market Share (%)
Showcase Cinema, Dudley	Dudley	14	17.4%
Cineworld, Bentley Bridge Leisure Park	Wolverhampton	14	14.0%
Showcase Cinema, Bentley Mill Way	Walsall	12	11.6%
Odeon, Merry Hill Shopping Centre	Dudley	10	9.7%
Reel Cinema, Halesowen	Dudley	4	2.2%
Light House Cinema, Wolverhampton	Wolverhampton	2	1.5%

Source: Household Telephone Survey, January 2009

10.4 The survey results revealed 5.8% of cinema goers either did not know which cinema they usually visited, or that the location varied. However, it can be reasonably expected that a proportion of these visits would be to cinemas within the Black Country. The third most visited cinema is the Empire at Great Park, Rubery (12.3%), which is located outside of the Black Country. A further four cinemas located in Birmingham also achieved notable market shares, these were Cineworld (4.7%), AMC Theatre (4.2%), Vue (3.3%) and Showcase Cinema (3.3%) Other cinemas situated outside of the Black Country account for the remaining 11% market share. The survey revealed 7.1% of respondents cited cinemas as a leisure facility lacking within a reasonable distance of their home.

Table 10.2: Black Country Cinema Screens by Authority Area

Authority Area	Cinema Screens	% of Black Country Screens
Wolverhampton	16	28%
Walsall	12	22%
Sandwell	0	0%
Dudley	28	50%

Source: Dodona Research (2006) and GVA Grimley

10.5 It is evident from Table 10.2 and Plan 6 that there is currently no cinema provision in Sandwell. It is therefore not surprising that those zones closest to West Bromwich have the highest percentage of respondents who cite cinemas as a facility lacking within a reasonable distance from their home (Zone 16: 24.4%, Zone 17: 31.7%). It should also be noted that just two of the identified screens in Wolverhampton are located in the city centre (the Lighthouse Cinema), whereas the remaining are from the 14-screen cinema at Bentley Bridge on the outskirts of Wednesfield. It was envisaged that a new 10 screen cinema was to form part of the Summer Row retail core expansion scheme in Wolverhampton city centre, however this has been superseded by and anchor retail store in a reserved matters application. Plan 7 shows 10 minute drive time catchments for those cinemas within the Black Country and the five most visited non-Black Country cinemas. Drive times are based on assumptions for travel by personal car, whereas the aim for such facilities as cinemas should be that people can access them relatively easily by other means of transport such as bus or bicycle and we have therefore chosen a relatively short drive time of 10 minutes.

10.6 Plan 7 illustrates the two main arcs of cinema deficiency, namely the east of Sandwell, including West Bromwich, and the eastern part of Walsall's metropolitan area. It is also apparent that the most visited non-Black Country cinemas are located to the east of the Black Country and although they help serve the cinema-deficient areas within the Black Country they almost entirely fall outside of the ten minute drive time areas.

10.7 Overall, 7.1% of survey respondents cited cinemas as a leisure facility lacking within a reasonable distance of their home. Based on our assessment of provision, the strategic centres of West Bromwich, Walsall and Wolverhampton should be prioritised for any future cinema provision. This is consistent with the RTP Centres Study for the RSS in 2006 which lists Walsall and West Bromwich as priorities for additional cinema screens.

Ten Pin Bowling and Bingo

10.8 We have identified five ten-pin bowling facilities in the Black Country (listed below), but none in either Sandwell or Walsall. However, the household telephone survey identified that 4.2% of people across the survey area considered bowling facilities to be lacking within a reasonable distance of their home.

- AMF Bentley Bridge, Wednesfield, Wolverhampton
- AMF Bowling Express, Birmingham Road, Wolverhampton

- Strykers Pleasure Bowl, Bushbury, Wolverhampton
- GT Superbowl, Bloxwich
- Bowlplex, Castelgate Way, Dudley
- Mega Bowl, Brierley Hill, Dudley

10.9 We have also identified the following eleven bingo hall sites in the Black Country, across all four authorities[6].

- Gala Bingo, Ashmore, Wolverhampton
- Gala Bingo, Bushbury Lane, Wolverhampton
- Mecca Bingo, Bilston, Wolverhampton
- Gala Bingo, Aldridge, Walsall *(recently closed)*
- Gala Clubs, Jerome Retail Park, Walsall
- Mecca Bingo, Oldbury, Sandwell
- Gala Bingo, Wednesbury, Sandwell
- Mecca Bingo, Wednesbury, Sandwell
- Mecca Bingo, West Bromwich, Sandwell
- Mecca Bingo, Brierley Hill, Dudley

10.10 From the household telephone survey just 0.3% indicated a lack of bingo facilities. We therefore consider that consumer demand for both bingo and ten-pin bowling facilities is currently being met. Despite the recent closure of the Gala Bingo in Aldridge we do not consider there need to plan for further facilities. However, if the market proposes additional provision this should be considered on the basis of national policy including the sequential approach town centre first policy and local circumstances.

Health and Fitness/Swimming Pools

10.11 The Joint Core Strategy Preferred Options Report (2008), *Core Policy Area 11* promotes the sustainable location of community and sports facilities. The report suggests that the policy should ensure: the appropriate scale and nature of community facilities in regards to the sustainability of settlements; that facilities should be accessible to all via a range of transport options; that the “neighbour shares” principle is to be used.

10.12 We have assessed the level of health and fitness club provision in the Black Country, which is illustrated on Plan 8. This includes a large number of centres operated by the local authorities and a small number of

[6] This list was accurate at the time of our research however it is possible that closures may have occurred during the finalisation of the study.

centres run by multiple leisure operators such as Fitness First. Table 10.3 shows the level of provision in each of the Black Country authority areas.

Table 10.3: Health and Leisure Centres in the Black Country

Local Authority Area	Public Operated Health Centres	Private Operated Health Centres
Wolverhampton	4	1
Walsall	5	1
Sandwell	6	2
Dudley	3	2

Sources: Black Country Authorities websites

10.13 The household survey also questioned respondents on facilities they felt to be lacking within a reasonable distance from their home which identified the following levels of deficiency:

- Swimming pool (9.3%)
- Leisure/fitness centre (7.9%)
- Gym facilities (0.1%)
- Tennis Courts (0.2%)

10.14 Overall, 7.9% of respondents to the household telephone survey cited that there was a lack of leisure/fitness centres. The zones with highest percentages of respondents citing a lack of leisure/fitness centres were those around West Bromwich (Zones 12, 15, 16 and 17). Households in Zone 17 also revealed a lack of swimming pools (53.7%). This corresponds with Plan 8 highlighting a lack of health and fitness centres in this area. In terms of planning for further facilities, we advise that health & fitness clubs should be encouraged, within existing designated centres and particularly in West Bromwich where there is a clear requirement. The need for this type of leisure activity will also be determined by market interest and demand.

Evening Economy Offer

10.15 According to the household survey, some 47.9% of respondents visit pubs and clubs in the study area. Table 10.4 highlights the top ten destinations by market share for pubs and clubs. These locations combined account for 50.5% of the market share; 21% attributable to five centres in the Black Country, and 29.5% attributable to the five non Black County centres. Unsurprisingly, given the level of provision, Birmingham is the most popular destination with a 17.5% market share. Of the Black Country centres, Wolverhampton has the highest market share, followed by Walsall (5.3%), Stourbridge (2.7%), Dudley (2.7%) and West Bromwich (2%). Brierley Hill shows a market share of 1.7% and does not currently feature in the top 10.

Table 10.4: Pubs and clubs 'Top 10' locations by market share

Location	Market Share (%)
Birmingham	17.5%
Wolverhampton	**8.6%**
Walsall	**5.3%**
Cannock	3.8%
Sutton Coldfield	3.1%
Lichfield	3.1%
Bromsgrove	2.7%
Stourbridge	**2.7%**
Dudley	**2.4%**
West Bromwich	**2%**

Source: Household Telephone Survey, January 2009

10.16 There is considerable scope for centres in the Black Country to improve provision and enhance their evening economy offer, particularly in the Strategic Centres and also Dudley Town Centre. This will call for a coordinated approach to planning policy and new development, and to ensure an inclusive and safe night time economy which would extend the vitality and viability of the centres into the evening.

Restaurant/Café Expenditure

10.17 According to Experian Business Strategies (2008) the average person in the catchment area spends £1,003 per annum in restaurants/cafés (including pubs). Experian also estimate that the population's spend on leisure goods, such as eating out, will decrease over the next couple of years, before slowly rising again. At present the total expenditure available for restaurant/cafés in the survey area is £1,917m. This is forecast to fall to £1,909m in 2011, before then increasing to £2,518m by 2026 as shown by Table 10.5. Over the long term, therefore this growth has the potential to reinforce the vitality and viability of the Black Country centres.

Table 10.5: Restaurant / Café Expenditure Forecasts – Total Survey Area

Projection	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
Total Catchment	1,917,439	1,908,921	2,073,442	2,280,421	2,518,002

Source: Experian Business Solutions, Emarketer, 2009

10.18 While retail uses should continue to be protected to underpin the primary retail area of centres in the Black Country, it may be appropriate to maintain a more flexible policy approach in secondary frontages, enabling the representation of A3 and A4 uses which can enhance the vitality and viability of the centre and encourage longer trip times. Tighter control of A5 (hot food/take away) uses may be appropriate in some centres for amenity and environmental reasons.

Hotels

10.19 We have reviewed hotel provision based on the number of multiple hotel operators represented in the Black Country which is set out in Table 10.6 below.

Table 10.6: Hotel Provision in the Black Country

Hotel	Location	In/Out-of-Centre	Type
Ramada	Park Drive, Wolverhampton	Out-of-centre	Standard
Holiday Inn	Dunstall Park, Wolverhampton	Out-of-centre	Budget
Novotel	Union Street, Wolverhampton	In-centre	Standard
Premier Inn	Broad Gauge Way, Low Level Station, Wolverhampton	In-centre	Budget
Premier Inn	Wolverhampton Business Park, Greenfield Lane, Stafford Rd	Out-of-centre	Budget
Travelodge	Bankfield House, Waterloo Road, Wolverhampton	In-centre	Budget
Britannia Hotel	Lichfield Street, Wolverhampton	In-centre	Standard
Fox Hotel	School Street, Wolverhampton	In-centre	Budget
Mount Hotel	Mount Road, Tenttenhall Wood	Out-of-centre	Standard
Holiday Inn Express	Tempus Ten, Walsall	Out-of-centre	Budget
Premier Inn	Bentley Road North, Walsall	Out-of-centre	Budget
Travelodge	Birmingham Road, Walsall	Out-of-centre	Budget
Ramada	Wolverhampton Road, Oldbury	Out-of-centre	Standard
Express Holiday Inn	Birchley Park, Oldbury	Out-of-centre	Budget
Premier Inn	Birmingham Road, Great Barr	Out-of-centre	Budget
Premier Inn	High Street, West Bromwich	In-centre	Budget
Premier Inn	Wolverhampton Road, Oldbury	Out-of-centre	Budget
Premier Inn	New Gas Street, West Bromwich	Out-of-centre	Budget
Park Inn	Birmingham West, M5 Junction 1	Out-of-centre	Budget
Quality	Birmingham Road, Dudley	Out-of-centre	Budget
Premier Inn	Dudley Road, Brierley Hill	In-centre	Budget

Source: GVA Grimley, 2009

10.20 Table 10.6 demonstrates that there are seven in-centre hotels; five of them in Wolverhampton, one in West Bromwich and one in Brierley Hill. Wolverhampton and Sandwell have the most hotels with six each. All but five of the 21 hotels identified are classified as 'budget', with no 'luxury' hotels identified. Most of the hotels are situated at major transport interchanges and cater for the budget business traveller.

10.21 The level and type of hotel provision in the Black Country is considered reasonable to accommodate the needs of business visitors to the area, but does not meet the aspirations to attract a greater level of tourism to the area. In accordance with the town centres first policy and the sequential approach, new development should be directed towards sites within, or on the edge of existing centres and, based on individual merits. It should also be noted that a Hotel Capacity Study is currently being produced for Wolverhampton.

Black Country Tourist and Cultural facilities

10.22 Our review of leisure facilities in the Black Country has identified the various other leisure facilities and key attractions in the Black Country which are outlined below and also shown on Plan 6.

- Football Clubs (Walsall, West Bromwich Albion, and Wolverhampton Wanderers)
- Dunstall Park racecourse, Wolverhampton
- Dudley Castle
- Dudley Zoo
- Black Country Museum, Dudley
- The Public, West Bromwich
- Walsall Art Gallery, Walsall
- Walsall Leather Museum, Walsall
- Wolverhampton Art Gallery, Wolverhampton
- Civic Hall, Wolverhampton
- The Glass Quarter, Stourbridge

10.23 An assessment of the need or scope to extend these facilities or secure new tourist and cultural attractions in the Black Country centre is beyond the scope of this study. In any event, there is no generally accepted methodology for identifying 'need' for such uses. However, the planning system should provide a supportive framework to accommodate new cultural/tourist facilities within or on the edge of the Black Country centres opportunities are identified, either by the public sector or potential operators.

Offices

10.24 In 2004, the built office stock for the Black Country totalled 1,187,000 sqm with 353,000 sqm in Dudley, 315,000 sqm in Wolverhampton, 273,000 sqm in Sandwell and 246,000 sqm in Walsall (ODPM Commercial and Industrial Floorspace and Rateable Value Statistics). The office market in the Black Country is divided into two main sub-markets: the market for town centre offices and the market for offices location out of town. The Advantage West Midlands Office Location Study (GVA Grimley, 2007) presents more recent office floorspace figures in the Black Country comprising c.1,243,000 sqm in town centre offices and c.130,064 sqm located out of town.

10.25 A more recent review undertaken by GVA Grimley highlights that the in-centre market is predominately 1960s/70s buildings with limited, if any, new office development of significance in recent years. It typically caters towards the needs of more local occupiers such as professional firms in the financial and business service sectors. The out-of-centre market is characterised by post-1990 business parks, most notably The Waterfront at Merry Hill and Pendeford Office Park on the outskirts of Wolverhampton. In out-of-centre locations a wide range of local, regional and national financial and business services occupiers are represented. Table 10.7 on the following page sets out the current key office locations in the Black Country.

10.26 The 2007 study undertaken by GVA Grimley states in-centre office rental values of £107 per sqm (£10 per sqft), with 6-7% yields, which remains consistent with the more recent market review by GVA Grimley and our discussions with property agents. However, it is likely that headline rents that will be sought for new office accommodation in in-centre locations such as Wolverhampton and Walsall will be in the order of £161 per sqm although these are yet to be tested in the marketplace. In out-of-centre locations the recent review cites rents of £167-183 per sqm (£16-17 per sqft), with 9-11% average yields. The highest out-of-centre rents (£183 per sqm) are achieved in Wolverhampton with consistently lower rents achieved elsewhere in the Black Country.

Table 10.7: Key Office Locations in the Black Country

Borough	Existing Office Accommodation
Wolverhampton	Pendeford Business Park
	Wolverhampton Business Park
	Wolverhampton Science Park
	City centre accommodation (generally secondary office space dating from 1960s/1970s)
Walsall	Tempus 10 (adjacent to Junction 10, M6)
	Town Centre accommodation (generally secondary office space dating from 1960s/1970s)
Sandwell	The Public, West Bromwich
	Sandwell Business Development Centre, Smethwick
	Birchfield Island, Oldbury
	Swallowfield Courtyard, Oldbury
Dudley	Castle Gate Business Park, Dudley
	Waterfront Business Park, Brierley Hill
	Wychbury Court Business Park, Dudley

Source: GVA Grimley, 2009

10.27 The recent market review undertaken by GVA Grimley highlights that some occupiers in out-of-centre office locations have questioned the sustainability of such locations and demand may therefore be focused more on in-centre locations in the future. In the Black Country centres there are no notable office buildings currently under construction. However, there are schemes in the pipeline in centres across the four boroughs; including the Interchange in Wolverhampton and the Gigaport in Walsall amongst others; which, if successful, will improve the nature and quality of accommodation available in centres.

10.28 The West Midlands Regional Centres Study undertaken by Roger Tym and Partners and published in March 2006, forecast gains in occupied office floorspace from 2001 to 2021 in the West Midlands strategic centres with the following results for the Black Country's strategic centres:

- Merry Hill/Waterfront - 60,000 sqm;

- Walsall - 50,000 sqm;
- Wolverhampton - 50,000 sqm; and
- West Bromwich - 30,000 sqm.

10.29 These figures have been updated through RSS Phase 2 to reflect the period 2006 to 2026, and indicate a requirement for 220,000 sqm gross office floorspace in each of the Black Country's strategic centres.

10.30 A further update to the WMRCS in May 2009, revisits projections for office floorspace in the West Midlands in light of the credit crunch. More recent forecasts suggest a marginal decline in total employment in the West Midlands region between 2007 and 2020. It is also anticipated that the direct impact of the recession on the manufacturing sector, which remains concentrated in the region, will also have implications for other office-related services reliant on manufacturing. In view of this, RTP advise careful wording in the RSS to allow the majority of the requirement up to 2026 to occur in the middle to latter part of the RSS lifetime and mainly post 2016 with a strong emphasis on monitoring and managing.

10.31 As highlighted previously, there are already several office schemes in the pipeline throughout the Black Country, summarised below, which will contribute towards meeting the RSS requirements.

Wolverhampton

- **I54** – flagship technology-based business park adjacent to Junction 2 of M54;
- **Interchange** – new office accommodation as part of a large scale mixed use development alongside the new railway and bus station development scheme;
- **Bilston Urban Village** – new commercial floorspace alongside significant new housing development.

Walsall

- **Waterfront** – flagship £180m plus project to create a new 'office quarter' in the town centre;
- **Walsall Gigaport** – a £400m high-technology corridor including creation of office accommodation, a health and sports academy and Walsall College;
- **Darlaston Strategic Development Area** – major strategic location of c.22 ha developable land likely to include employment / office accommodation.

Sandwell

- **All Saints, West Bromwich** – 11,148 sqm BREEAM excellent office accommodation;
- **West Bromwich Business District** – extension to All Saints scheme involving the creative use of civic historical buildings and will incorporate new offices for SMBC.
- **Eastern Gateway, West Bromwich** – new commercial units and office space as part of wider mixed use development to complement the All Saints scheme;
- **Rolfe Street, Smethwick** – new office, commercial and enterprise space alongside proposals to open up the area to leisure and tourism and links to Brindley Village II residential scheme;
- **Soho Park, Smethwick** – 20ha site intended for the development of modern employment-led mixed use, commercial and industrial accommodation.

Dudley

- **Castlegate Business Park** – potential for expansion although likely to be built out on a design and build (as opposed to speculative) basis;
- **Waterfront West Business Park** – potential redevelopment for more intensive, higher specification office buildings similar to type in main Waterfront development.

10.32 The Black Country Authorities should plan to meet the RSS requirements. However, based on the current market conditions and the recommendations of the WMRCS Update, we consider it may be appropriate to focus on successfully delivering schemes already in the development pipeline in the short term and allowing additional floorspace to come forward towards the end of the RSS lifetime (post 2016). We recommend a sequential approach to new development which should favour opportunities in the strategic and non-strategic centres above additional out-of-centre provision, alongside mixed-use developments and improvements in accessibility in order to establish an enhanced office role in existing centres with an aim to attract further inward investment.

10.33 However, reflecting the scarcity of large well integrated sites within and on the edge of the PSA in the strategic centres and the competing requirements of retail, leisure and office needs, the JCS should recognise that office development may be appropriate in edge of centre. We consider the clear priority for key well integrated sites within the PSA should be retail/leisure uses.

Summary

10.34 Our leisure expenditure projections have identified that there will be no growth in the leisure sector across the study area until 2016, after which there will be significant growth up to 2026. Given that the Government's objective is to maintain and enhance the vitality and viability of town centres, we recommend that the growth in leisure expenditure should be directed to defined centres in the Black Country.

10.35 Our assessment of the leisure sector in Black Country indicates reasonable provision and choice of commercial leisure facilities, including cinemas, ten-pin bowling and bingo. The notable exception is West Bromwich, which lacks cinema provision. Most areas of the study area were shown to have a strong offering of health and fitness facilities, although certain locations suffer from significant deficiencies, notably West Bromwich. The area also generally lacks quality hotel accommodation.

10.36 We have identified a relatively high level of leakage from the pub/club and restaurant sectors most notably to Birmingham and other competing centres outside of the Black Country area. It is important that centres in the Black Country maintain and enhance their provision of pubs and restaurants and other leisure facilities to encourage a healthy evening economy and to meet the needs of their catchment populations.

10.37 In accordance with PPS6 and draft PPS4, the Black Country authorities should adopt a sequential approach to site selection for leisure and cultural uses, focussing on the strategic centres, the non-strategic centres or, failing that, well integrated edge of centre opportunities. Preference should be given to sites that best serve the needs of areas where there are identified deficiencies, for example cinema provision in West Bromwich, Walsall and Wolverhampton, when considering alternatives with similar characteristics.

10.38 In relation to office development, in line with RSS policies, this should continue to be directed towards the strategic centres. Our assessment of office provision in the Black Country identifies limited availability of quality stock within town centres whilst the major office sites tend to be located in out-of-centre locations. The RSS encourages a pro-active approach to bring forward development opportunities alongside measures to improve the attractiveness of the strategic centres to office investment.

10.39 In line with advice given to the RSS we would recommend that the Black Country authorities plan, through the JCS, AAPs and development control process, for the majority of development of new office stock to come forward post-2016. Given the competing demands on key town centre opportunities, and the need to secure well integrated retail and commercial leisure development within the PSA of the strategic centres, the JCS should recognise that longer term office needs are likely to be located in edge of centre locations.

11. POLICY RECOMMENDATIONS, IMPLEMENTATION AND MONITORING

11.1 In this section we draw together the key elements of our analysis to review the implications for the authorities' Joint Core Strategy (JCS) and consider the practical issues of implementing planning policy and ongoing monitoring. This seeks to align the JCS with current and emerging national policy and the RSS, while reflecting the local distinctiveness of the Black Country and individual centres.

Policy Recommendations

11.2 Our analysis supports the overall thrust of the JCS Preferred Options report. In particular, in the context of the ongoing national and regional pattern of polarisation, we consider it is appropriate to seek to focus 'higher order' development to the network of four strategic centres, and to recognise that the role of "non-strategic centres" is likely to focus particularly on convenience retail and services and on local, every day comparison goods.

11.3 In practice, our analysis suggests that Dudley is a 'first amongst equals' of the non-strategic centres, based on its current role and development potential. We are not convinced of the case for designating Dudley town centre as a separate tier in the hierarchy. However, in contrast to the other non-strategic centres, our analysis supports significant new convenience and comparison retail development in Dudley, guided by the Area Development Framework (ADF) and this needs to be an important consideration when determining proposals for the next phase of Brierley Hill. Oldbury is also in an anomalous position, as a consequence of the scale of existing and committed retailing and civic uses in the centre, which we have considered carefully.

11.4 The non-strategic centres range significantly in size and function. Based on our analysis and reflecting the smaller size and more limited function of the three district centres in Dudley (Sedgley, Kingswinford and Lye), we believe there is an option for these centres to be re-designated to the lower tier beneath the non-strategic centres. This would allow the remaining non-strategic centres to be more appropriately referred to as 'town centres'. The JCS should set an overall policy framework, within which Area Action Plans (AAPs), or individual town centre strategies/SPDs may be developed for individual centres based on opportunities or other key challenges, reflecting local circumstances at the appropriate time.

11.5 In these circumstances, we support the identification of a three tier hierarchy comprising: Tier 1: "Strategic Centres"; Tier 2: "Town Centres"; and Tier 3: "District and Local Centres".

i) Strategic Centres

11.6 At the strategic level, our updated analysis supports the scale of development identified in the RSS up to 2021. Our analysis suggests that although the RSS figures may be optimistic by 2021, they do not take into account the scope to increase the market share of the strategic centres and claw back expenditure lost from the Black Country. For the purposes of the JCS, we consider the RSS figures should be taken as indicating the upper ceiling of additional comparison shopping floor space likely to be appropriate in the dominant centres of Brierley Hill and Wolverhampton up to 2021; but should be a target for the less dominant Walsall and West Bromwich. It would therefore be appropriate for JCS policy to set out the following levels of floorspace to be planned for in each of the strategic centre. It is important to reiterate that this level of floorspace in the strategic centres is heavily reliant on the effective redistribution of notional capacity in the surrounding non-strategic network of centres and out-of-centre provision. As such, further growth in out-of-centre comparison floorspace should be strongly resisted to avoid undermining this strategy.

Table 11.1: Recommended quantum of Comparison Goods Floorspace in the Strategic Centres

	2006-2021		**2021-2026**	
	(sqm net)	**(sqm gross)**	**(sqm net)**	**(sqm gross)**
Wolverhampton	52,500	70,000	22,500	30,000
Walsall	45,000	60,000	18,750	25,000
West Bromwich	33,750	45,000	15,000	20,000
Brierley Hill	48,750	65,000	22,500	30,000

11.7 In accordance with RRS Phase 2, any development meeting the floorspace requirements for 2021-2026 should not be permitted before 2016 to minimise the potential over-supply of floorspace in advance of anticipated capacity arising after 2021. In any event we recommend later that the projections are reviewed by 2016 at the latest to determine the effect of economic and other circumstances over the next six years.

11.8 As a consequence, we would support a policy requirement for consideration of the potential impact of any proposed development which would lead to the amount of comparison goods floorspace in an individual strategic centre exceeding its RSS floorspace requirement. An appropriate threshold should not preclude small scale development in the strategic centres e.g. change of use, but should enable proposals that would be of more than local scale to be subject to testing. This should consider the impact on other strategic centres, as well as localised impacts on town and district and local centres.

11.9 In West Bromwich, we have considered the implications of the scale of convenience and comparison shopping currently proposed. We consider this is in line with the RSS, and is appropriate and needed to reinforce the role of West Bromwich as a strategic centre. This scale of development will be likely to reduce significantly expenditure leakage from the centre’s core catchment to Brierley Hill, Birmingham, and out-of-centre stores and create more sustainable shopping patterns. Because of the significant shift in shopping patterns needed to support West Bromwich and Oldbury, we have modelled the effect of these developments and conclude that they are supportable as part of the over strategy for other strategic and non-strategic centres.

11.10 In the case of Walsall, we are concerned that current commitments and policy allocations are unlikely to accommodate the scale of comparison retail capacity up to 2016, and particularly beyond to 2021/26. The major commitments in Wolverhampton and Sandwell will reduce this capacity without corresponding major 'higher order' comparison retail development in Walsall town centre. While outside the scope of this study, we recommend the Council considers preparation of an AAP for Walsall town centre to identify opportunities for new development. Without such development we anticipate an ongoing loss of market share from Walsall to Wolverhampton, Birmingham city centre and to competing out-of-centre developments.

11.11 Notwithstanding the limited growth in leisure spending in the period up to 2016, we consider the RSS should seek to support the leisure and evening economy within the Black Country centres, and again this is likely to be focussed in particular in the strategic centres. Analysis highlights significant deficiencies, notably in the cinema offer in West Bromwich, Walsall and Wolverhampton and in the range of eating/drinking and other leisure and cultural offers of the centres which should reinforce their retail offer. The JCS should provide a supportive framework for leisure and associated uses within the strategic and non-strategic centres, and specific sites and opportunities should be promoted through AAPs and other DPDs.

11.12 While we consider it is appropriate to seek to focus the majority of higher order comparison retail spending growth into the four defined strategic centres, we consider it is appropriate for the policy to adopt a more cautious approach to the provision of further convenience shopping in the strategic centres, recognising that these tend to underpin the role of the non-strategic town centres and district and local centres. Our capacity analysis highlights sufficient capacity to accommodate the significant scale of existing commitments, allocations and pipeline proposals, and supports the provision of major new foodstores in West Bromwich and Walsall as important policy priorities.

11.13 However, we recommend introducing policy measures to require consideration of the likely impact of further new foodstore development within/on the edge of the strategic centres in particular, to assess their implications for the current offer and investment potential of non-strategic town centres. We are concerned that polarisation of convenience shopping towards the strategic centres could undermine the current and potential role of the non-strategic town and district/local centres.

11.14 Our analysis suggests there may be insufficient capacity in Dudley to support all the current commitments and proposals for convenience goods floorspace. Given the priority to ensure Dudley town centre and Lye district centre secure convenience retail to deliver regeneration, we anticipate there is capacity for no more than 5,000 sqm net additional convenience goods floorspace at Brierley Hill. We consider the AAP and the JCS should require the impact of further convenience shopping above the 5,000 sqm net at Brierley Hill to be assessed on the strategy for Dudley and the role of other non-strategic town, district and local centres. This concern should be reflected in the JCS policy with convenience provision at Brierley Hill limited to 5,000 sqm net to ensure the delivery of convenience provision in Dudley. Any proposal exceeding the 5,000 sqm net floorspace should only be considered favourably if the retail impact assessments contained in the most recent national guidance on retail planning are satisfied.

11.15 We would recommend a policy approach to regulate the level of convenience goods floorspace coming forward in strategic centres applying a phased approach to targets set out in Table 11.2 which are based on existing commitments and identified priorities of 5,000 sqm net in Dudley town centre, 650 sqm net in Lye and a maximum of 5,000 sqm net at Brierley Hill. A small amount of additional capacity arises in Wolverhampton after commitments post 2016 as indicated in the table.

Table 11.2: Recommended quantum of Convenience Floorspace provision in the Strategic Centres (sqm net)

Centre	2006-2016	2016-2021	2021-2026	TOTAL 2006-26
Wolverhampton	9,432	66	1,335	10.833
Walsall	7,951	-	-	7,951
West Bromwich	4,786	-	-	4,786
Brierley Hill	5,000	-	-	5,000

ii) Non-Strategic Centres[7]

11.16 In the case of the non-strategic centres, recognising the large number, diverse range and size of the centres identified, we consider the majority would be appropriately defined within the JCS as "town centres". Whilst we do not consider there any practical merit in sub-dividing these into different tiers we have highlighted that it may be appropriate to re-designate the three "district centres" in Dudley (Kingswinford, Lye and Sedgley) to a lower tier based on their size and more limited function in comparison with other non-strategic centres.

11.17 We consider it will be appropriate to develop distinct local strategies for each of the non-strategic town centres. In those centres which present major opportunities or challenges, for example Dudley, it will be appropriate to prepare parallel AAPs and/or specific town centre strategies to be incorporated into future AAPs or SPDs. The policy focus should be on the potential of these centres to change, either to expand and enhance the offer or, in some cases, to diversify their offer.

11.18 While our quantitative analysis identifies significant surplus capacity for additional comparison shopping floorspace within a number of the non-strategic centres, this is significantly off-set by commitments, allocations and pipeline schemes up to 2021. Capacity to support these schemes is also predicated on redirecting surplus expenditure arising in out-of-centre locations back into appropriately scaled development within defined centres. All of our capacity analysis is predicated on the resistance of further growth in out-of-centre shopping, and redirection of capacity back into the defined centres.

11.19 In these circumstances, we do not consider it is appropriate to assign specific floorspace figures for new development in every non-strategic town centre, based on the necessary degree of redistribution required to cover strategic priorities and existing commitments. Our recommended approach is, notwithstanding the provisions of PPS6/4, to introduce policies to require consideration of the scale of new development proposed within non-strategic town centres to include, inter alia; consideration of the appropriateness of scale and likely impact on the overall retail strategy of the JCS, which can be achieved by a threshold approach.

11.20 When setting threshold for convenience goods floorspace this should reflect the important role, identified by this study, that convenience shopping has to play in maintaining the vitality and viability of the non-strategic

[7] Includes the three district centres in Dudley except in cases where reference is made to 'non-strategic town centres'. This is on the basis that Sedgley, Kingswinford and Lye may be designated to the lower tier of 'district and Local centres'.

centres. Similarly, it would be appropriate to apply a lower threshold for comparison goods floorspace in the non-strategic centres based on the more limited role of comparison shopping in the non-strategic centres as well as the necessary redistribution of capacity to the strategic centres and identified priorities. Where there is unmet capacity, which cannot be physically accommodated in a centre, in line with the overarching strategy this should be redirected to other centres in the hierarchy in the first instance. Further out-of-centre development should be resisted. It may be appropriate to plan for non-large scale offices in the non-strategic centres if such an office market should emerge in the future.

11.21 Our analysis suggests there is potential for Dudley to accommodate the scale of additional comparison shopping floorspace currently envisaged in the centre (15,000 sqm gross), in addition to the scope for a large new foodstore (5,000 sqm net). However, based on their current market shares most of the other non-strategic centres are unlikely to warrant any further significant comparison shopping floorspace beyond current, generally small scale commitments. This does not diminish the need for continued investment and renewal in the non-strategic town centres, particularly where their retail floorspace is outdated and fails to meet retailer requirements. However, we do not anticipate significant expansion in these centres.

11.22 Oldbury is a notable exception, where we have assessed the effects of the current commitment. Development of this commitment, in parallel with the proposals for West Bromwich, will require a major shift in shopping patterns and very high levels of trade retention. In current market conditions, we would question whether there would be demand for both. While the proposals have the benefit of a planning consent, for the purposes of the JCS and determination of any future alternative proposals, we consider it may be appropriate to resist any changes to the scheme which would threaten the regeneration of West Bromwich, given the potential for this development to compete directly with the priority to achieve the necessary step change in West Bromwich as a strategic town centre.

11.23 Taking into account the over-riding recommendations to redirect comparison goods capacity in the non-strategic centres towards the strategic centres, this reinforces the importance of convenience retail towards maintaining the vitality and viability in individual non-strategic centres. We therefore consider the JCS should identify the main focus of non-strategic centres as meeting convenience and service needs. We have identified that most of the non-strategic centres are well served by existing or committed main foodstores, and have identified significant capacity for further convenience shopping facilities. The policy should seek to encourage new convenience development within the non-strategic centres, and to support proposals to extend or refurbish existing stores where they are well integrated and serve to anchor the centre as a whole. Building on the recommendations to guard against polarisation and over concentration of convenience provision in the strategic centres and to enable the non-strategic centres to fulfil their important convenience role, rather than set specific floorspace figures for each non-strategic centre (as indicated in paragraph 11.19) the JCS should indicate an appropriate scale of development, above which would require sensitivity testing.

11.24 We have identified a particular need to secure an appropriately sized modern foodstore in Lye, which would be consistent with its recommended designation as a district centre. We consider a store of circa 650 sqm net is likely to be appropriate in this centre and the JCS should plan for this as a priority development.

11.25 While the scope for significant retail/leisure growth in the non-strategic town centres is likely to be limited, our analysis suggests it will become increasingly important to develop and implement strategies to maintain and enhance their environment, improve the management and quality of the retail offer and public realm and to maximise their accessibility to their local catchment. The JCS should set out the framework within which individual strategies for the non-strategic town centres are developed, through the preparation of AAPs and/or other SPDs as appropriate. As highlighted previously, there may be scope to plan for offices that are not of a large scale in the non-strategic centres should such a market emerge in the future.

11.26 In developing effective strategies for the non-strategic town centres, the LDF should set the framework, through relevant DPDs such as AAPs, for identifying the extent of each centre's boundary, PSA and defining primary and secondary frontages. We consider the current UDPs generally provide a reasonable basis for defining these areas. We would recommend that both should be kept under review. Reflecting the previous trends identified in the study, in a number of cases we anticipate the PSA and primary frontages of the non-strategic town centres may need to contract and consolidate over time, although the Council's should keep under review the opportunity to identify sites to expand PSAs to accommodate larger stores, and in particular anchor foodstores where appropriate.

11.27 We have highlighted the importance of accessibility and convenience, particularly in the non-strategic centres which will increasingly struggle to compete with the more dominant higher order centres. In parallel with developing town centre strategies, focusing on the public realm, management and promotion of the centres, the Councils should through AAPs, SPDs and other non-statutory documents consider accessibility and parking as part of individual town centres strategies. Our analysis suggests that the non-strategic town centres are generally less well served by good quality off street car parking, which presents something of an 'uneven playing field' against the strong strategic centres and extensive out-of-centre shopping provision serving the Black Country.

11.28 To provide a context for these strategies, it may be appropriate for the JCS to identify a more generous maximum parking standard for off street parking in any redevelopment within town centres of in excess of one space to 20 sqm gross where new development is of an appropriate scale, and the parking provision is likely to serve the town centre as a whole.

11.29 A summary of our recommendations for each of individual non-strategic centres is included in **Appendix 10**.

iii) District & Local Centres

11.30 We have not examined the network of local centres, as this goes beyond our brief. However, we have reviewed the sample of centres examined by the four authorities, which identify the potential to designate new local centres where they provide an important local offer, and provide key local goods and services.

11.31 The overall objective of the JCS should be to focus 'main food' shopping and key services into the network of centres. Development management policies (see below) take into account the potential impact of new proposals on existing local centres. However, we recommend that it includes a policy to support new local shopping facilities, subject to clear criteria including, inter alia; definition of a local need based on a clearly defined demonstration that the proposals are of an appropriate scale to their local catchment and unlikely to lead to any advance impact on neighbouring town, district or local centres (as per paragraph 7.60).

11.32 Our broad assessment supports the designation of two new centres in Dudley (Oldswinford and Hawne) and the removal of Darlaston Green as a local centre in Walsall. This benchmarking exercise should assist the identification of potential new local centres being brought forward in the future through relevant LDDs. It would also be appropriate for the boundaries of new centres and any adjustments to the boundaries of existing centres to be delivered in future relevant LDDs.

vi) Redistribution of Capacity

11.33 We have identified the overarching strategy in terms of the category of centre and we now draw together the implications of this strategy in terms of trade distribution and identify areas that will require specific monitoring over the plan period.

11.34 In terms of convenience goods we have identified sufficient global capacity by 2021 to support commitments in Wolverhampton Borough. However, committed developments in Wolverhampton strategic centre (e.g. Raglan Street and Summer Row) will lead to a degree of redistribution of capacity from the borough's non-strategic centres of Bilston and Wednesfield. Based on the importance of convenience retailing in these non-strategic centres we would raise concern at allowing further expansion of convenience goods floorspace in Wolverhampton's strategic centre over and above current commitments.

11.35 In Walsall, we have identified negative overall global capacity to support existing commitments, based to an extent on the current under trading of the Asda store in Walsall town centre. The new Tesco store in Walsall strategic centre is likely to redirect trade from the existing store and to some extent draw trade from the borough's non-strategic town centres; Bloxwich and Aldridge. The new Morrisons in Willenhall is expected to consolidate the centre's existing catchment area and claw back trade currently drawn to the Tesco at Neptune Way Retail Park and Bilston. This reinforces our conclusion that there is no need for additional convenience goods floorspace in Walsall town centre above current commitments and the impact of further proposals should be carefully examined.

11.36 In Sandwell there is sufficient capacity arising from strong trading of convenience stores in out-of-centre locations and the non-strategic town centres of Blackheath, Great Bridge and Oldbury to support the delivery of the new Tesco store in West Bromwich strategic centre. This will reinforce the strategic centre's convenience role and clawback trade currently lost to other destinations creating a more balanced distribution of convenience floorspace. Given the level of capacity identified this redistribution is unlikely to be of concern, however future capacity outside West Bromwich strategic centre will be limited.

11.37 In Dudley borough, global capacity is sufficient to support existing commitments predicated on a redistribution of capacity from out-of-centre foodstores, and to an extent Brierley Hill. We have also identified qualitative need for new convenience goods floorspace in Dudley and Lye which will also require a redistribution of floorspace. Once again this is largely likely to involve a redirection of trade from Brierley Hill to both centres. We believe there is potential for Lye to retain more trade from the centre's immediate local catchment area, consistent with its role as a district centre. In the case of Dudley, we would also expect to see clawback of trade lost to out-of-centre foodstores in the borough (e.g. Tesco, Towngate Retail Park) and also to an extent current trade lost to other centres and out-of-centre foodstores in the Black Country.

11.38 As a result of these priorities, although the provision of an additional 5,000 sqm net convenience goods floorspace in Brierley Hill will exceed identified capacity for the borough, it is considered acceptable for the strategic centre to have an appropriate level of future convenience provision. Any new foodstore development is likely to result in a redistribution of capacity from existing provision, although, given the nature of Brierley Hill, we would also expect there to be an element of clawback from beyond the boundaries of the Black Country. For this reason, we would re-emphasise that major convenience floorspace at Brierley Hill above 5,000 sqm net should be subject to impact testing and that priority should be attached to securing new foodstores where there are regeneration priorities in Dudley and Lye.

11.39 In terms of comparison goods provision, we have identified global capacity across the Black Country to meet the RSS Phase 2 requirements at 2021 and 2026. At 2021 there is surplus capacity, after meeting the RSS Phase 2 requirements, in Walsall, Sandwell and Dudley Boroughs but a notional oversupply of floorspace in Wolverhampton. We would expect the scale and quality of development coming forward in Wolverhampton to uplift the centre's market share, particularly through the claw back of trade currently lost to competing centres outside the Black Country which will consolidate the centre's catchment area. In addition to this, we would also expect the centre to increase draw from future capacity emerging in the borough's non-strategic town centres (Bilston and Wednesfield) and to a certain extent centres elsewhere in the Black Country. However, we have identified that surplus capacity, after meeting the RSS Phase 2 requirements, emerges in Wolverhampton borough between 2021 and 2026.

11.40 The detailed impact analysis examining the delivery of new comparison goods floorspace in West Bromwich and Oldbury demonstrates the anticipated redistribution of expenditure to support the significant step change required in West Bromwich to bring it in line with other strategic centres in the Black Country, which would mean that the future comparison capacity elsewhere in the borough is unlikely to emerge until towards the end of the plan period. From our analysis we expect the centre to clawback most significant levels of trade form out-of-centre retail provision in Sandwell borough, as well as trade currently leaking to Brierley Hill and Birmingham.

11.41 Other identified priorities such as the delivery of 15,000 sqm gross comparison goods floorspace in Dudley town centre will also require a degree of redistribution of capacity. In this case we anticipate that this will be largely redirected from Dudley's out-of-centre retail provision, surplus capacity over RSS Phase 2 requirements in Brierley Hill strategic centre as well as non-strategic centres of Stourbridge and Halesowen, and district centres such as Sedgley (where there is a high surplus of capacity relative to the level of comparison goods on offer). The scale of global capacity generated in Dudley Borough is sufficient to support this. For Stourbridge and Halesowen it is anticipated that capacity for some further comparison goods floorspace might emerge in the future, depending on how shopping patterns evolve in the Black Country.

11.42 As previously highlighted, the overarching strategy for the Black Country should seek to focus 'higher order' comparison goods development towards the network of strategic centres, supported where necessary by the redirection of surplus expenditure from out-of-centre locations and non-strategic centres. All of our capacity analysis is predicated on the resistance of further growth in out-of-centre shopping and redirection of capacity back into defined centres, and in the case of Dudley, on the planned redistribution of some of the capacity generated by Brierley Hill to be retained in Dudley and West Bromwich.

11.43 We have not separately identified bulky/non-bulky goods capacity in accordance with PPS6 and the sequential approach. In qualitative terms we have concluded that there is already extensive choice in retail warehousing, notwithstanding some losses, and we have not identified qualitative need for additional bulky, durable goods retailing. We consider in the first instance that comparison shopping needs should be directed towards the network of strategic centres, and suitable non-strategic centres such as Dudley. In addition, there are existing commitments and policy allocations in Dudley borough that more than meet total comparison needs up to 2016.

11.44 On the basis of our analysis we therefore see no justification for supporting more out-of-centre comparison development. Any proposal involving bulky goods retailing when it is argued that there is a genuine, specific need which cannot be met within or on the edge of the strategic centres or other centres would need to be judged on its merits and subject to an impact and sequential site assessment.

v) Development Management

11.45 In parallel with policies to promote appropriate new development within the network of centres, it will be essential to develop effective policies for development management in the case of proposals which come forward outside defined centres, or which may be of inappropriate scale to the centres intended role and function.

11.46 For the reasons outlined earlier, notwithstanding the provisions of PPS6 and emerging guidance in PPS4, we consider it would be necessary to require consideration of the impact of new development above certain thresholds, even when located within existing centres and to consider adopting a lower threshold in the case of proposals outside existing centres than the guideline figure of 2,500 sqm gross indicated. We suggest the following thresholds based on our assessment of capacity, and the need to focus large-scale (specifically comparison goods floorspace) development in the strategic centres and duly protecting the important convenience shopping role in the non-strategic centres.

11.47 In the case of the strategic centres, we consider it is appropriate to require consideration of the impact of any new development over and above the levels indicated in the RSS up to 2021. We also consider it would be appropriate to require consideration of the impact of major foodstore proposals within or on the edge of the identified strategic centres, in order to assess their potential impact upon the network of town, district and local centres. In the case of Brierley Hill, we consider the case for new convenience goods floorspace beyond the 5,000 sqm net indicated should be tested through the JCS policies.

11.48 In the case of non-strategic town centres, where there are no specific floorspace thresholds indicated, we consider any proposals above an appropriate level of comparison shopping floor space should be accompanied by an assessment to consider the effects on other non-strategic centres and upon the overall JCS strategy (as per paragraph 11.9).

11.49 In the case of proposals involving retail and other key town centre uses outside existing centres, we consider that the JCS should adopt strict development control policies, identifying the full range of impacts identified in draft PPS4. Given the potential significance of new out-of-centre developments and extensions to existing developments, particularly on the smaller non-strategic centres and district and local centres, we consider any proposal involving retail development outside a defined centre should be subject to an impact assessment. In accordance with national guidance it would also be important to identify "local" impacts, referring to the Black Country Centre's strategy and the particular challenges facing its town centres, not necessarily through the JCS but through relevant future LDDs.

11.50 The recommendations of this study and the policies in the JCS are in conformity with, and build on national policy guidance. In addition to the normal requirements for the determination of planning applications, we consider it appropriate for developments above thresholds set by the JCS to be judged over a 5 year time frame. However, in development control terms, proposed developments that fall below thresholds set by the JCS will still need to comply with policy in the normal determination of applications.

Implementation

11.51 The emerging JCS provides the key framework within which AAPs for Dudley and other centres, and the development of non-statutory town centre strategies can be developed. In the current economic circumstances, it is critical that the JCS adopts a positive and proactive approach to supporting development in accordance with the priorities identified. In particular, a key role of the JCS is to provide planning certainty, by clearly identifying the scale and form of development likely to be appropriate in the existing centres, where necessary, identifying key strategic locations for growth, and by setting out a clear basis for supporting new development. Where necessary, this should include the authorities commitment to promoting key sites, including site assembly.

11.52 In the current market, it will be particularly important that within the overall parameters identified, the JCS provides flexibility in terms of the scale and phasing of new development. Whilst we consider it is fundamental that new development which takes place within the defined strategic centres and non-strategic centres is of a higher quality, and is effectively integrated, and linked to associated measures to impact the public realm and accessibility, it may be appropriate to incorporate additional flexibility in terms of car parking numbers etc in order to encourage and facilitate development at the earliest opportunity.

11.53 The JCS should also set out clear priorities for the development, focusing comparison retail development into the strategic centres in accordance with the JCS thresholds, and providing parallel policies to support appropriate comparison and in particular convenience goods floor space development within defined non-strategic centres. Reflecting the uncertain economic outlook over the next few years, and the identified phasing of expenditure capacity compared with commitments and allocations, we consider the authorities should carefully evaluate current development plan commitments and allocations and take a cautious approach to retaining allocations in their emerging DPDs beyond the key priorities identified. This is likely to be particularly relevant in the case of proposals which may be of an inappropriate scale to the centre in question, or poorly integrated, or where development could be likely to prejudice or delay development in one of the strategic centres.

11.54 We support the need to develop detailed policies for Brierley Hill and Dudley through AAPs. Given the need to identify opportunities for more significant comparison retail development in Walsall, and the particular challenges the centre faces, we consider the Council, in discussion with the Walsall Regeneration Company, should consider preparing an AAP for the centre to identify sites and guide key development.

Monitoring

11.55 We consider the JCS should set out an approach which follows the guidance in PPS4 and makes provision to regularly update the town centre health checks in the strategic and non-strategic centres; to monitor the scale and location of new development within the strategic/non-strategic centres and other locations on an annual basis; and to monitor key economic trends and update and revisit the capacity projections set out in this study at 2011 and 2016. We anticipate it will be appropriate to reconsider the network and hierarchy of centres in the Black Country at 2011, to determine, in particular, whether it is still appropriate to retain Lye as a non-strategic town centre.

11.56 By 2016, it is anticipated that major new development will have come forward in the four strategic centres and it will be timely to judge the implications of this development on the role and function of each of the strategic centres. This review should examine their impact on each other and on the other non-strategic town, district and local centres within the Black Country. At this stage, it will be appropriate to revisit the overall hierarchy, and to determine what, if any, scale of additional comparison and convenience shopping floor space is likely to be appropriate within the four strategic centres. It would also be appropriate at this stage to revisit the role of the other non-strategic centres, and determine whether any further opportunities for new development are likely to come forward.

11.57 In parallel with monitoring the comparison and convenience retail function of the strategic and non-strategic centres, it will be appropriate to monitor the development of other key town centre uses within the four Black Country authorities, by scale and location. In particular, key leisure uses should be carefully monitored and the delivery of new leisure development, which is particularly needed in West Bromwich and Walsall should be reconsidered in the period up to 2016. It will also be important to develop annual monitoring of office floor space completions, to establish the annual take-up and location of the new development.

11.58 Having prepared a detailed audit of current local centres, we consider the Councils should update this database, ideally annually, to monitor the provision of key local services, and to identify where opportunities for new local centres are likely to arise as a consequence of population growth and/or the decline of existing facilities.

11.59 We anticipate that, based upon this annual monitoring it would be appropriate to revisit the quantitative analysis which underpins this study in 2011, at which point it should be possible to judge more accurately the long term implications and prognosis for the economy, and the policy strategy and scope for new key town centre development within the strategic and non-strategic centres should be the subject of a comprehensive new assessment by 2016 at the latest.

Appendix 1

Competing Centres

Key Town Centre Pipeline Schemes

Birmingham

- Martineau Galleries Phase 2 - Priory Square, a major mixed use development that has outline planning consent for c.61,873 sqm gross of retail floorspace and John Lewis currently considering anchoring the scheme.
- Arena Central has outline planning permission for a large leisure led development which will include c.23,226 sqm gross retail floorspace.

Stafford

- Full planning permission has been granted for approximately 1,672 sqm retail floorspace as part of the retail and office scheme at Tipping Street.
- An application has been submitted for a leisure-based scheme at Stafford Riverside will also include c.1,858 sqm of retail floorspace.

Kidderminster

- Approximately 4,645 sqm retail floorspace is under construction at Weavers Wharf Retail Park.

Telford

- A 3,809 extension to Primark is currently under construction.
- Telford also has an aspirational growth strategy, which will be delivered through the Central Telford AAP, proposing c.70,000 sqm of comparison floorspace.

Lichfield

- Planning permission has been granted for c.22,297 sqm retail floorspace as part of the Friarsgate shopping centre development although this is currently on hold.
- Planning consent has also been granted for c.1,579 sqm retail floorspace in the Tesco Extra development at Church Street.

Cannock

- Outline planning consent is currently being sought for a mixed use town centre scheme known as Avon Plaza which is likely to involve a reasonably substantial amount of new retail floorspace along with leisure uses, offices and residential units. An application was submitted in April 2009 and there is currently no timescale as to when the development will be delivered.

Sutton Coldfield

- Full planning has been granted for c5,956 sqm retail floorspace at The Avenue although the developer, Cala Land Investments has gone into receivership.

Tamworth

- Proposals for an extension to the Gungate Precinct are currently at the application stage.
- There are also pre-application discussions relating to a c.1,394 sqm supermarket at the Bolebridge Garage site.

Redditch

- None

Solihull

- None

Source: Promis, EGi and discussions with Local Authorities (March, 2009)

Appendix 2 - Summary of current UDP policies

Policies	Wolverhampton UDP (June 2006)
Retail Hierarchy	Sub-Regional Centre
	Town Centres
	District Centres
	Local Centres
Retail Area	Wolverhampton City Centre has a defined shopping quarter with primary and secondary frontages and mixed use activity frontages. The town centres (Bilston & Wednesfield) also have defined primary shopping areas.
Site Allocations	**Wolverhampton:** A very large Strategic Regeneration Area (SRA) is situated to the south of Wolverhampton, and includes the southern part of the City Centre. There are also 24 Opportunity Development Sites (across 8 larger areas which are defined in policy for various types of development) and a designated 'City Centre Retail Core Expansion Area'. **Bilston:** Another SRA (c.40 hectares) is located directly south of Bilston (Bilston Urban Village, c. 1,300 new homes, c.49,000 sqm of employment space). Bilston also has five development/refurbishment sites and an area designated for remodelling/refurbishment of Market Way/Markets Area. In **Wednesfield** the 'Lichfield Road Area' is designated for appropriate development and regeneration. There are also four mixed-use (including Housing) sites within the Borough.
Other town centre uses	Wolverhampton City Centre policy CC7 relates to a 'Cultural Quarter' (focus of cultural and leisure activities). CC8 is 'University Quarter' (comprising the 2 University of Wolverhampton City Centre Campuses) and CC7 is 'Learning Quarter' (aim is to introduce new innovative learning facilities of national and regional significance). West Park is a designated HE21 'Historic Park and Garden' and there are several R1 and R3s, 'Recreational Open Spaces'. There are two areas of 'Defined Business Area' and an area designated as 'ABCD Warehouse Quarter'. Policy CC3 refers to City Centre Housing (priority is to encourage retention of existing housing).

Policies	Walsall Council (March 2005)
Retail Hierarchy	Main Town Centre District Centres Local Centres -
Retail Area	Defined primary shopping areas for the town and district centres.
Site Allocations	**Walsall Town Centre:** six designated Development Opportunity ('DO') sites: WA8, WA9 & WA12 – retail uses not permitted (except small-scale complementary activities in WA12) only leisure, office or residential; WA10 – allocated for major comparison goods retail investment and A2/A3/A4 uses; WA11 – seeks improvement of existing retail units and some non-retail development. WA13 – seeks mix of retail, residential, B1(a) offices, hotel and leisure uses. **Aldridge:** two 'DO' sites (AL4&5) both primarily for retail, with some residential or leisure. **Bloxwich:** seven sites, two of which are for retail (BX6I&II); others include a mix of retail, office, service, leisure and/or residential uses. **Brownhills:** ten sites - BR8I-IV are opportunities for retailing or other appropriate town centre development; BR9I-VI are leisure, service and community development opportunities. **Darlaston:** four sites (DA5.1-5.4), all of which are designated for housing. **Willenhall:** seven sites (WH4I-VII) proposed for different uses, including car parking, retail and a mixture of services, leisure, residential, and transport facilities. There are two local centre development/investment opportunities in, Bentley, Blakenall, Moxley, New Invention and Pelsall and one each in Coalpool/Ryecroft, Lane Head, Lazy Hill, Leamore, Pleck, Streets Corner and The Butts.
Other town centre uses	Policy WA3 states that "outside the primary shopping area, and on upper floors within it, the Council will encourage business/service uses, offices, leisure, community uses and…residential development." Policy WA4 refers to Walsall College of Art and Technology and its further development, including potential for new sport and leisure facilities. **Aldridge:** has a large area of 'Urban Open Space' (LC1) and five areas of 'Proposed Environmental Improvement' (AL2). Land for a rail station and park&ride facilities are identified (AL6). **Bloxwich:** 'Urban Open Space' is identified at three locations, two of which are identified for 'Proposed Environmental Improvements' (BX5 I & IV). There is a leisure centre in the south-east of the Centre. Policy BX9 refers to relocating the rail station closer to the centre. **Brownhills:** Two sites are identified under policy BR6 relating to public art displays. BR10 is a site for a transport interchange including a rail/Metro station. **Darlaston:** DA6 encourages improved leisure and entertainment, health, and community facilities will be encouraged within and close the centre. There is a significant area of 'Urban Open Space' present. **Willenhall:** More than half the centre is designated as 'Industrial Regeneration Areas'. WH5 identifies a site for a rail station and provision of park & ride facilities.

Policies	Sandwell UDP (April 2004)
Retail Hierarchy	Main Town Centre
	Town Centres
	District Centres
	Local Centres
Retail Area	West Bromwich has a defined 'Retail Core'. Four of the seven town centres (Cradley Heath, Cape Hill, Bearwood and Wednesbury) also have a defined 'Retail Core' and mixed use areas. Blackheath, Great Bridge and Oldbury do not.
Site Allocations	**West Bromwich:** Proposal site WBPr1 is allocated for the relocation of the bus station and converting the Ringway to two-way. Site WBPr4 (c. 0.7 hectares) is the site of the old bus station and is allocated for The Public, a centre for the creative use of technology. Site WBPr5 is allocated as a public square, to be integrated with The Public. All of the above proposals have subsequently been developed. Sites WBPr2 (c. 2.1 hectares) and WBPr3 (c. 2 hectares) are allocated for retail, or other uses if they adhere to Policy WB1. Site WBPr6 (c. 14.3 hectares) is allocated primarily for retail. Site WBPr7 (c. 1.54 hectares) is allocated for mixed uses, excluding retail and residential. Sites WBPr8 (c. 2.1 hectares) and WBPr9 (c. 1.3) are allocated for B1 business use. Site WBPr10 (c. 1 hectare) is allocated for business/possible leisure/community uses. **Bearwood:** The northern half of the designated town centre is outside of the retail core but is covered by Policy B4 - Mixed Use Areas, with appropriate uses listed as retail, leisure, food and drink, community and residential development. **Blackheath:** Site BHPr5 (c. 0.3 hectares), BHPr11 (c. 0.1 hectares) and BHPr14 (0.12 hectares) are allocated for retail or other town centre related uses subject to policy BH3. Around the outside of the town centre boundary are six small areas (BHPr1, 2, 3, 4, 7, 8) designated for mixed use development, allocated for a mix of office, leisure, community or residential development with two further sites designated exclusively for residential development (BHPr6, 12). Areas are also designated for traffic and environmental Improvements (BHPr10) and car parking (BHPr9). **Cape Hill:** CAPr1 refers to a development site on which the Windmill Centre has subsequently been built. CAPr2 is a development site (c. 0.17 hectares) designated for shopping and A3 uses which has also been fulfilled. CAPr3 is a proposed public car park. **Cradley Heath:** Proposal site CHPr1, allocated for retail, has been developed and is now occupied by Tesco. **Great Bridge:** Five mixed use proposal sites (GBPr1, 3, 6, 7 and 8) that are allocated for a variety of uses, including retail, two of which are outside the town centre boundary. Two sites on the edge of the town centre boundary are allocated for residential development (GBPr4 and 5). GBPr2 is allocated for car parking. **Oldbury:** Three retail development sites (OLPr1, 3, 4) within town centre boundary. A small mixed use development site (OLPr5) is allocated for community, civic or education uses. To the north of the boundary is a mixed use site (OLPr6) proposed for a leisure-led development. Also allocated sites for a New Civic Square (OLPr2), six residential areas (OLPr7, 9, 11, 12, 13, 17) and three business (B1) areas (OLPr14-16). **Wednesbury:** A large site (WEPr1) designated for retail development has been developed by Morrisons. An adjoining site (WEPr3) allocated for a bus station has also been developed accordingly. A residential site is located within the town centre boundary (WEPr5), with another one located just outside (WEPr3). A site (WEPr4) allocated for Civic/Community/Leisure uses is also just outside the boundary.

	There is also a retail development area in Smethwick High Street and mixed use proposal sites exist in Smethwick High Street (2) and Old Hill (1).
Other town centre uses	**West Bromwich:** The whole of the town centre is designated as a strategic regeneration site. Along the southern edge of the boundary are a conservation area, site of local importance for nature conservation and a wildlife corridor. **Bearwood:** N/A **Blackheath:** There is a proposed eastern bypass, the creation of which is cited as a major influence on several of the proposed development sites. **Cape Hill:** Four mixed use areas (Local Policy CA5) in which retail, leisure, food and drink, community development and residential development will all be deemed appropriate on a case by case basis. **Cradley Heath:** A mixed use area (Local Policy CH3) is located in both the north and south sections of the town centre, where a range of retail, commercial, residential, service uses and other non-shopping uses will be encouraged. **Great Bridge:** A section of the main through road is designated for proposed traffic & environmental improvements and the area around the River Tame is a designated community open space and wildlife corridor. **Oldbury:** Two business zones and three community open spaces are outlined. There is also a conservation area, area of archaeological Importance, and new road layouts. **Wednesbury:** A large site around the retail core is designated as mixed use area (WE3). Also a conservation area (WE4).

Policies	Dudley UDP (October 2005)
Retail Hierarchy	Strategic Town Centre Town Centres District Shopping Centres Local Shopping Centres
Retail Area	Dudley has a defined Retail Core and protected frontages. Policy also sets out potential prime retail frontages and a priority retail renewal area; The Town Centres have a defined Retail Core and protected frontages; All District and Local Shopping Centres have assigned protected frontages.
Site Allocations	Dudley, Stourbridge and Halesowen are divided into labelled 'Development Blocks' each with their own policies, and also include 'Major Opportunity Area/ Development Sites' (9, 7 and 2 respectively). Dudley also has two 'Priority Retail Renewal Areas' (DTC(ii)). **Dudley:** Priority to attract a new foodstore in range of 5,000-8,000 sqm gross, with redevelopment of c. 15,000 sqm gross of mixed comparison shopping, proposed for Flood Street/King Street area. **Halesowen:** could support a further 4,500 sqm gross floorspace of additional mixed comparison shopping within or on the edge of the Centre. **Stourbridge:** could support a further 4,500 sqm gross floorspace of additional mixed comparison shopping within or on the edge of the centre. A modern foodstore of c. 7,000 sqm gross plus some comparison retail is proposed for the land on and adjacent to Angel Passage (B08).
Other town centre uses	**Dudley:** New high quality office development will be supported (EE4) as will specialities, based on the service sector. The tourist attraction area around Castle Hill is to be improved so as to substantially increase visitors. There is a large area designated as a 'Cultural Quarter' (DTC2 ix, x & vi) and a large are of 'Linear Open Space' (SO2) in the north, including the 'Castle Hill Special Landscape Heritage Area' (HE3). Routes for Midland Metro (AM6 and DTC1) and passenger rail (DTC1) are also designated. **Halesowen:** There are two small and two large areas of 'Protected Open Space' (HTC1) in the west of the centre, one of which includes a 'Local Park' (SO6). On the western edge is an area designated for 'Housing' (H1). A 'Transport Interchange' (AM9 & HTC1) is located in the centre. **Stourbridge**: The Council wishes to promote Stourbridge as a 'Centre for the Arts'. A large swathe of 'Linear Open Space' (SO2) exists in the north of the centre, much of which is flood plain and contains within it the river which is designated for enhancement (STC1), several 'Sites of Local Importance for Nature Conservation' (NC5) and a conservation area (HE4). Much of the town centre is also a conservation area. There is a small are of 'Protected Open Space' (STC1) around St. Thomas's Church and there are also four primary Public spaces' (STC1). There is a 'Transport Interchange' (AM9 &STC1) with a bus and train station.

Q01 In which shop or shopping centre do you do most of your household's main food shopping ?
(Not including don't do or internet / delivered at Q01)

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Asda, Old Horns Crescent, GREAT BARR, B43 7HA	3.9%	172	0.0%	0	37.9%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	68.0%	41	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Asda, Molineux Way, WOLVERHAMPTON, WV1 4DE	3.1%	138	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Wal-Mart Supercentre, Brickhouse Lane South, GREAT BRIDGE, DY4 7HW	2.6%	113	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	3.8%	2	2.4%	1
Asda, Avon Road, CANNOCK, WS11 1LH	2.4%	104	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, BILSTON, WV14 0DZ	2.4%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.3%	100	2.5%	3	9.5%	27	5.4%	8	1.1%	2	1.2%	1	8.5%	7	1.3%	1	2.5%	3	0.0%	0	0.0%	0	2.7%	1	2.5%	1	1.2%	1
Asda, Pearson Street, Brierley Hill, DY5 3BJ	2.2%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.3%	2	0.0%	0	0.0%	0
Asda, The Merry Hill Centre, Brierley Hill, DY5 1QL	2.1%	92	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	7	4.0%	1	2.5%	1	1.2%	1
J Sainsbury, Chapel Lane, Selly Oak, B29 6SJ	2.0%	88	12.5%	17	0.0%	0	34.8%	54	3.2%	6	9.5%	8	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Birmingham Road, DUDLEY, DY1 4RP	2.0%	86	0.0%	0	1.1%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	3.8%	2	0.0%	0
Asda, Market Street, BROMSGROVE, B61 8DA	1.9%	86	0.0%	0	0.0%	0	1.1%	2	8.6%	16	0.0%	0	1.2%	1	0.0%	0	56.8%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bristol Road South, RUBERY, B45 9NY	1.9%	85	0.0%	0	1.1%	3	7.6%	12	29.0%	54	3.6%	3	7.3%	6	0.0%	0	3.7%	4	1.2%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Halesowen Street, Blackheath, B65 0HG	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	44.4%	25	22.0%	17	22.7%	8	45.0%	23	0.0%	0
J Sainsbury, Freeth Street, Oldbury, B69 3DB	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	1.3%	1	0.0%	0	1.2%	1	1.2%	1	0.0%	0	10.0%	5	3.7%	2
Asda, St Lawrence Way, Darlaston, WS10 8AA	1.7%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, TIPTON, DY4 0BP	1.6%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Tesco Extra, Princess Alice Drive, New Oscott, B73 6RB	1.6%	71	0.0%	0	9.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Brownhills, WS8 6DZ	1.6%	71	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich, WS3 3JR	1.6%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Tesco, Ridgacre Road, Quinton, B32 1EG	1.5%	64	13.8%	19	0.0%	0	1.1%	2	0.0%	0	36.9%	32	0.0%	0	0.0%	0	0.0%	0	7.4%	4	1.2%	1	0.0%	0	0.0%	0	1.2%	1
J Sainsbury, Carpet Trades Way, KIDDERMINSTER, DY11 6XP	1.5%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Reedswood Way, WALSALL, WS2 9LX	1.5%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Park Lane, OLDBURY, B69 4PU	1.4%	63	2.5%	3	0.0%	0	0.0%	0	1.1%	2	11.9%	10	0.0%	0	0.0%	0	0.0%	0	14.8%	8	1.2%	1	1.3%	0	15.0%	8	0.0%	0
J Sainsbury, Rookery Street, WEDNESFIELD, WV11 1UP	1.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Windmill Lane, Cape Hill, B66 3EN	1.4%	61	7.5%	10	1.1%	3	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	43.9%	19
Morrisons, Anchor Road, ALDRIDGE, WS9 8PT	1.4%	61	0.0%	0	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Bar, B42 1AB	1.3%	59	2.5%	3	18.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Coleridge Drive, WOLVERHAMPTON, WV6 7QE	1.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury, WS10 7BD	1.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Frankley Beeches Road, Northfield, B31 5AA	1.3%	57	0.0%	0	0.0%	0	4.3%	7	21.5%	40	3.6%	3	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Orbital Centre, CANNOCK, WS11 3XP	1.3%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, WALSALL, WS1 1SY	1.3%	56	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, St Georges Parade, WOLVERHAMPTON, WV2 1AY	1.3%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, KINGSWINFORD, DY6 7SH	1.2%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	1.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, The Merry Hill Centre, Brierley Hill, DY5 1QY	1.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	1.3%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	1.1%	48	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1

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	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
J Sainsbury, Sandringham Way, DUDLEY, DY5 3JR	1.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.3%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath, B64 5DF	1.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	12	40.0%	15	5.0%	3	0.0%	0
Morrisons, Mill Street, CANNOCK, WS11 3DR	1.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Castle Road, KIDDERMINSTER, DY11 6TH	1.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Heath Hayes District Centre, CANNOCK, WS12 1PC	1.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Pendeford Park Shopping Centre, PENDEFORD, WV9 5PG	0.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Oxford Street, KIDDERMINSTER, DY10 1AR	0.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mount, Halesowen	0.8%	36	0.0%	0	0.0%	0	0.0%	0	1.1%	2	6.0%	5	0.0%	0	0.0%	0	0.0%	0	6.2%	3	28.0%	22	1.3%	0	1.2%	1	0.0%	0
Asda, George Street, WALSALL, WS1 1RS	0.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Oak Road, BROMSGROVE, B60 3DX	0.7%	31	0.0%	0	0.0%	0	1.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	22.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, LICHFIELD, WS13 7BG	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Queens Square, WEST BROMWICH, B70 7NH	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.7%	2
Waitrose, High Street, Harborne, B17 9PP	0.6%	27	12.5%	17	0.0%	0	3.3%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, WOLVERHAMPTON, WV2 4NJ	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Gallery, WOLVERHAMPTON, WV1 3NJ	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Maypole	0.5%	22	0.0%	0	0.0%	0	1.1%	2	1.1%	2	0.0%	0	22.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ladywood Middleway, BIRMINGHAM, B16 8HA	0.5%	22	12.5%	17	1.1%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Co-Op, Hazelwell Street, Stirchley	0.5%	20	0.0%	0	0.0%	0	13.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Edgbaston,	0.4%	19	12.5%	17	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1

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Ladywood Middleway																												
Tesco, Coldfield Drive, Redditch	0.4%	19	0.0%	0	0.0%	0	0.0%	0	4.3%	8	0.0%	0	9.8%	8	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Owen road, Willenhall (Neptune Industrial Estate)	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, STOURBRIDGE, DY8 1HJ	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Mere Green Road, Sutton Coldfield	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Old Square, WALSALL, WS1 1PY	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Holborn Road, SEDGLEY, DY3 1SS	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Abbey Retail Park, Redditch	0.4%	17	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	11.0%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Church Street, LICHFIELD, WS13 6DZ	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, LICHFIELD, WS13 6RX	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield	0.3%	14	0.0%	0	1.1%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tollgate Precinct, Smethwick, B67 7RA	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	5
Aldi, Cape Hill, SMETHWICK, B66 4PH	0.3%	13	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Aldi, Goldthorn Hill Road, WOLVERHAMPTON, WV2 3HP	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Boley Park Centre, Lichfield	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Warstones Road, Penn, WV4 4LP	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, BRIERLEY HILL, DY5 1HR	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Fisher Street, DUDLEY, DY1 1QE	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, FOUR OAKS, B74 4AB	0.2%	10	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak, B29 6AE	0.2%	9	1.3%	2	0.0%	0	3.3%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Pershore Road,	0.2%	9	0.0%	0	0.0%	0	4.3%	7	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Cotteridge, B30 3AS																												
Somerfield, New Road, WILLENHALL, WV13 2BG	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Castle Square, Weoley Castle	0.2%	8	0.0%	0	0.0%	0	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Road, Codsall, WV8 1DB	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Franche Road, KIDDERMINSTER, DY11 5BE	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), New Road, Rubery, B45 9JA	0.2%	8	0.0%	0	0.0%	0	0.0%	0	4.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Kempthorn Avenue, Bushbury Lane, WOLVERHAMPTON, WV10 9UN	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwell Road, NETHERTON, DY2 9PE	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.3%	2	0.0%	0	0.0%	0
Sainsburys, Forge Retail Park, Telford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Stratford Road, Shirley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, B74 3NA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Bearwood Road, Bearwood, B66 4BE	0.2%	7	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Somerfield, High Street, Kingswinford, DY6 8AA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mill Street, BRIDGNORTH, WV15 5AL	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Newport Road, Stafford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Wrekin Retail Park, Telford	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wolverhampton Road, PENKRIDGE, ST19 5NS	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Wednesfield, WV11 1SZ	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, BROMSGROVE, B61 0DF	0.1%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Netto, High Street, DUDLEY, DY1 1QS	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Smethwick, B66 4BT	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Birmingham	0.1%	5	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Netto, The Farley Centre, WEST BROMWICH, B70 7QZ	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Northfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Border, Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Wolverhampton Road, WOLVERHAMPTON, WV10 0QR	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, WEDNESBURY, WS10 8SW	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill, DY5 3AH	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Walsall Road, Great Barr, B42 1TN	0.1%	5	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, WOLVERHAMPTON, WV1 3EY	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Metchley Lane, BIRMINGHAM, B17 0HT	0.1%	4	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Sainsburys, Alcester Road South, Kings Heath	0.1%	4	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, CRADLEY HEATH, B64 5HA	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, WALSALL,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield, B31 2JU	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bristol Road South, Rubery	0.1%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, KIDDERMINSTER, DY10 1JF	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, LICHFIELD, WS13 6EB	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Frankley Beeches Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Princess	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Alice Drive, SUTTON COLDFIELD, B73 6RB																												
Lidl, Oldbury Road, Blackheath	0.1%	4	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	0.1%	4	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lichfield Road, WOLVERHAMPTON, WV11 1TN	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, KIDDERMINSTER, DY10 1BN	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, HALESOWEN, B63 3AT	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HARBORNE, B17 9QG	0.1%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Bradford Street, SHIFNAL, TF11 8AT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Pottery Road, Oldbury, B68 9HB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, BROWNHILLS, WS8 6EQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, The Kingstanding Centre, Kingstanding, B44 9HH	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Kingstanding Circle, B44 9TA	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, B21 9LR	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding, B44 0HL	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Great Barr	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Walsall Road, Great Barr, B42 1EZ	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Market	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Street, PENKRIDGE, ST19 5DH																												
Asda, Ventura Road, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Whitburn Street, Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merry Hill Centre, BRIERLEY HILL, DY5 1SY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road, WOLVERHAMPTON, WV10 0AE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sandwell Centre, WEST BROMWICH, B70 7NG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, BILSTON, WV14 0BJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Park Street, WALSALL, WS1 1NH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wednesfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Quinton Road West, Quinton, B32 2RE	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, CANNOCK, WS11 1BS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristol Road, Bournbrook, B29 6BD	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Turves Green, Northfield, B31 4BL	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Dudley Street, Sedgley, DY3 1SB	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, WOLVERHAMPTON, WV1 2HD	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, New Road, KIDDERMINSTER, DY10 1HG	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
KIDDERMINSTER, DY11 6UU																												
Tesco Express, Rowley Village, Warley, B65 9AS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lidl, New Road, Willenhall, WALSALL, WV13 2BU	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettel Lane, Stourbridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Dibdale Road West, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, WALSALL, WS1 2EU	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Blackheath	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Crown Centre, STOURBRIDGE, DY8 1YD	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.0%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, B17 9NS	0.0%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Burntwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road, BURNTWOOD, WS7 8JS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Chell Road, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Wulfrun Centre, WOLVERHAMPTON, WV1 3HG	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Essington Road, WILLENHALL, WV12 5DT	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Smethwick	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Shopping Centre, BIRMINGHAM, B42 1TQ	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Hagley Road West, HALESOWEN, B62 9AS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union street, WEDNESBURY, WS10 7HB	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Tettenhall, WV6 8QS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, WALSALL, WS1 3QB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Tesco Express, Lichfield Road, WILLENHALL, WV12 5UL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rye Market, STOURBRIDGE, DY8 1HJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Halesowen Road, Quinton, B62 9BB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Highland Road, DUDLEY, DY1 3BS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, DY8 4AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, ALDRIDGE, WS9 8QS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, LICHFIELD, WS13 6JX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Lichfield Road, Four Oaks, B74 2UW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Spires Shopping Centre, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wellington Road, BILSTON, WV14 6RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Daisy Street, COSELEY, WV14 8QQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Louise Street, Gornal Wood, DY3 2UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Hasbury, B63 4JS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, HALESOWEN, B63 3UD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
WOLVERHAMPTON, WV10 9QY																												
Tesco Express, Penn Road, WOLVERHAMPTON, WV4 4DF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Cannock Road, WOLVERHAMPTON, WV10 8PN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, Market Square, CRADLEY HEATH, B64 5HH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Albion Parade, KINGSWINFORD, DY6 0NP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Worcester Road, WEST HAGLEY, DY9 0NJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Corn Bow Centre, HALESOWEN, B63 4AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Lane, WILLENHALL, WV12 5NE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Six Towns Road, Reedswood Retail Park, WS2 8XP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Iceland, Surrey Close, CANNOCK, WS11 8UF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wardles Lane, GREAT WYRLEY, WS6 6DY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, Market Centre, BLOXWICH, WS3 2JH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Clayhanger Lane, BROWNHILLS, WS8 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Primley Service Station, WALSALL, WS2 8RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Street, Wombourne, WV5 9DN																												
Local Stores, Kinver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, KINVER, DY7 6HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.6%	248	5.0%	7	5.3%	15	8.7%	14	6.5%	12	3.6%	3	12.2%	10	4.0%	2	3.7%	4	3.7%	2	1.2%	1	1.3%	0	5.0%	3	11.0%	5
Weighted base:		4406		135		283		155		186		86		84		60		113		57		79		36		52		43
Sample:		4404		80		95		92		93		84		82		75		81		81		82		75		80		82

Q02 How does your household normally travel to its main food shopping destination (STORE MENTIONED AT Q01)?
Those who used a shop or shopping centre (not including internet / delivered) at Q01

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Car / Van (as driver)	60.2%	2502	52.6%	67	70.0%	188	51.2%	73	62.1%	108	66.7%	55	65.3%	48	72.2%	41	71.8%	78	61.5%	34	56.8%	44	50.0%	18	39.5%	19	24.7%	9
Car / van (as passenger)	18.7%	778	17.1%	22	10.0%	27	16.7%	24	14.9%	26	21.0%	17	18.1%	13	15.3%	9	9.0%	10	19.2%	10	27.2%	21	18.9%	7	28.9%	14	17.8%	7
Motorcycle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Bus	9.4%	391	14.5%	19	8.9%	24	13.1%	19	13.8%	24	8.6%	7	13.9%	10	2.8%	2	3.8%	4	6.4%	3	6.2%	5	12.2%	4	21.1%	10	24.7%	9
Train	0.2%	7	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Park and Ride	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.0%	42	2.6%	3	0.0%	0	3.6%	5	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.6%	1	1.4%	1
Walk	8.7%	363	11.8%	15	7.8%	21	13.1%	19	8.0%	14	2.5%	2	1.4%	1	9.7%	6	14.1%	15	9.0%	5	9.9%	8	10.8%	4	5.3%	3	30.1%	12
Bicycle	0.1%	5	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Mobility Scooter	0.3%	10	0.0%	0	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.3%	1	0.0%	0
Ring and Ride Charity Bus	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
(Don't know / varies)	1.0%	43	1.3%	2	1.1%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0
(Don't travel / goods delivered)	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		4158		128		268		142		174		83		74		57		109		54		78		36		49		38
Sample:		4148		76		90		84		87		81		72		72		78		78		81		74		76		73

Black Country Household Telephone Survey
For GVA Grimley

Q03 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities, for example non-food shopping, leisure / entertainment activities, restaurants, bars, banks, etc?
Those who used a shop or shopping centre (not including internet / delivered) at Q01

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Yes - Meeting Friends	1.1%	46	3.9%	5	0.0%	0	1.2%	2	1.2%	2	2.5%	2	1.4%	1	2.8%	2	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Yes - Meeting Family	1.1%	45	1.3%	2	0.0%	0	1.2%	2	0.0%	0	3.7%	3	2.8%	2	1.4%	1	2.6%	3	2.6%	1	1.2%	1	1.4%	0	2.6%	1	1.4%	1
Yes - Other non-food shops	17.5%	728	9.2%	12	23.3%	63	14.3%	20	14.9%	26	12.3%	10	12.5%	9	13.9%	8	20.5%	22	12.8%	7	24.7%	19	21.6%	8	18.4%	9	30.1%	12
Yes - Bars / Pubs	0.6%	26	0.0%	0	1.1%	3	1.2%	2	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0
Yes - Restaurants	1.7%	72	2.6%	3	2.2%	6	3.6%	5	3.4%	6	3.7%	3	0.0%	0	1.4%	1	1.3%	1	0.0%	0	3.7%	3	1.4%	0	0.0%	0	2.7%	1
Yes - Cafes	2.9%	121	5.3%	7	0.0%	0	4.8%	7	3.4%	6	2.5%	2	1.4%	1	1.4%	1	2.6%	3	3.8%	2	9.9%	8	1.4%	0	2.6%	1	4.1%	2
Yes - Cinemas	0.2%	8	0.0%	0	0.0%	0	1.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yes - Ten Pin Bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Gym / Health and Fitness	0.8%	31	2.6%	3	1.1%	3	1.2%	2	1.2%	2	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Yes - Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Swimming	0.3%	13	0.0%	0	0.0%	0	0.0%	0	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Markets	1.4%	58	1.3%	2	1.1%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.4%	1	1.3%	1	0.0%	0	2.5%	2	16.2%	6	2.6%	1	1.4%	1
Yes - Theatre	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Museums / Art Gallery	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Library	0.8%	34	1.3%	2	0.0%	0	1.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	3.7%	3	0.0%	0	0.0%	0	1.4%	1
Yes - Financial Service (Banks, Building Society)	6.7%	278	1.3%	2	1.1%	3	4.8%	7	2.3%	4	2.5%	2	5.6%	4	4.2%	2	9.0%	10	7.7%	4	7.4%	6	2.7%	1	14.5%	7	8.2%	3
Yes - Personal Service (Hairdressers, Beauty Salon)	0.6%	24	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yes - Other Service (Travel Agent, Estate Agent)	0.6%	23	1.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Yes - Other	0.4%	16	1.3%	2	0.0%	0	2.4%	3	1.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	1.4%	0	0.0%	0	0.0%	0
No	67.9%	2824	69.7%	89	70.0%	188	71.4%	101	66.7%	116	70.4%	59	75.0%	56	69.4%	40	66.7%	73	70.5%	38	54.3%	43	58.1%	21	64.5%	32	57.5%	22
Yes - Get Petrol	1.0%	40	1.3%	2	2.2%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	3	1.4%	0	1.3%	1	0.0%	0
Yes - Car Wash	0.1%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Church	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Other food shops	0.4%	18	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	0	0.0%	0	0.0%	0
Yes - Work	0.4%	18	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	0	0.0%	0	0.0%	0
Yes - Recycling	0.1%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - School Run	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Walking	0.2%	8	1.3%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Yes - Music Lessons	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Butchers	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Yes - Health Service (Chemist, Doctors, Dentist)	0.2%	6	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yes - Dancing	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.5%	20	2.6%	3	0.0%	0	1.2%	2	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		4158		128		268		142		174		83		74		57		109		54		78		36		49		38
Sample:		4148		76		90		84		87		81		72		72		78		78		81		74		76		73

Q04 Where do you do most of your household's small scale 'top-up' food shopping ? (i.e. to buy bread, milk, etc, on a day-to-day basis)
(Not including don't do or internet / delivered at Q04)

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Other	11.2%	408	7.7%	8	14.1%	36	17.5%	24	11.4%	20	8.2%	6	20.3%	13	10.0%	5	16.7%	15	3.1%	1	1.4%	1	6.9%	2	1.6%	1	3.0%	1
Birmingham	1.8%	64	4.6%	5	8.2%	21	2.5%	3	11.4%	20	2.7%	2	9.4%	6	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Wolverhampton	1.5%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, GREAT BARR, B43 7HA	1.4%	49	0.0%	0	11.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.7%	15	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Walsall	1.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.0%	1
Morrisons, Bristol Road South, RUBERY, B45 9NY	1.0%	37	0.0%	0	1.2%	3	2.5%	3	12.5%	22	2.7%	2	6.3%	4	0.0%	0	1.5%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	1.0%	35	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Local Stores, Great Barr	0.9%	34	0.0%	0	10.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, New Oscott, B73 6RB	0.9%	34	0.0%	0	4.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, ALDRIDGE, WS9 8PT	0.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, BROMSGROVE, B61 8DA	0.8%	31	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	28.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ridgacre Road, Quinton, B32 1EG	0.8%	30	3.1%	3	0.0%	0	1.3%	2	0.0%	0	23.3%	17	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich, WS3 3JR	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Halesowen Street, Blackheath, B65 0HG	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	16.9%	8	2.7%	2	12.1%	3	34.4%	14	0.0%	0
Asda, Windmill Lane, Cape Hill, B66 3EN	0.8%	29	6.2%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	31.3%	11
Tesco, High Street, Brownhills, WS8 6DZ	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath, B64 5DF	0.8%	28	0.0%	0	0.0%	0	1.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	11.0%	8	15.5%	4	0.0%	0	0.0%	0
J Sainsbury, Freeth Street, Oldbury, B69 3DB	0.7%	27	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	4.9%	2	1.5%	1
Asda, Avon Road, CANNOCK, WS11 1LH	0.7%	26	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Holborn Road, SEDGLEY, DY3 1SS	0.7%	25	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston, WS10 8AA	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill, DY5 3BJ	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
J Sainsbury, Frankley Beeches Road, Northfield, B31 5AA	0.7%	25	0.0%	0	0.0%	0	0.0%	0	11.4%	20	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	13.8%	6	20.5%	15	3.4%	1	0.0%	0	0.0%	0
Asda Wal-Mart Supercentre, Brickhouse Lane South, GREAT BRIDGE, DY4 7HW	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Chapel Lane, Selly Oak, B29 6SJ	0.7%	24	1.5%	2	0.0%	0	13.8%	19	1.1%	2	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Harborne, B17 9PP	0.7%	24	13.8%	15	0.0%	0	1.3%	2	1.1%	2	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, BILSTON, WV14 0DZ	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Bar, B42 1AB	0.7%	24	0.0%	0	9.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.7%	24	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Birmingham Road, DUDLEY, DY1 4RP	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Sandringham Way, DUDLEY, DY5 3JR	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Old Square, WALSALL, WS1 1PY	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Pendeford Park Shopping Centre, PENDEFORD, WV9 5PG	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, TIPTON, DY4 0BP	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, WALSALL, WS1 1SY	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Harborne	0.5%	20	15.4%	17	0.0%	0	0.0%	0	1.1%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.5%	20	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	3
J Sainsbury, Rookery Street, WEDNESFIELD, WV11 1UP	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Bilston	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, WOLVERHAMPTON, WV1 4DE	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Heath Hayes District Centre, CANNOCK, WS12 1PC	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Coleridge	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Drive, WOLVERHAMPTON, WV6 7QE																												
J Sainsbury, Orbital Centre, CANNOCK, WS11 3XP	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Queens Square, WEST BROMWICH, B70 7NH	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Co-op Foodstore, Wood Road, Codsall, WV8 1DB	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Hazelwell Street, Stirchley	0.5%	18	0.0%	0	0.0%	0	12.5%	17	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Castle Road, KIDDERMINSTER, DY11 6TH	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury, WS10 7BD	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Warstones Road, Penn, WV4 4LP	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, St Georges Parade, WOLVERHAMPTON, WV2 1AY	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Oak Road, BROMSGROVE, B60 3DX	0.4%	16	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	15.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, KINGSWINFORD, DY6 7SH	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Reedswood Way, WALSALL, WS2 9LX	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, LICHFIELD, WS13 7BG	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Lane, Handsworth Wood, B20 2EP	0.4%	15	0.0%	0	5.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Kingstanding	0.4%	15	0.0%	0	5.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, The Merry Hill Centre, Brierley Hill, DY5 1QY	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Tesco Express, Hagley Road, Hasbury, B63 4JS	0.4%	15	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	9	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Somerfield, Turves Green, Northfield, B31 4BL	0.4%	14	0.0%	0	0.0%	0	0.0%	0	6.8%	12	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Walsall Road, Great Barr, B42 1EZ	0.4%	14	0.0%	0	4.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Carpet Trades Way, KIDDERMINSTER, DY11 6XP	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, WALSALL, WS1 1RS	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Merry Hill Centre, Brierley Hill, DY5 1QL	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.7%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, HALESOWEN, B63 3UD	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	10	0.0%	0	0.0%	0	0.0%	0
Morrisons, Oxford Street, KIDDERMINSTER, DY10 1AR	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bristol Road South, Rubery	0.4%	14	0.0%	0	0.0%	0	1.3%	2	6.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, LICHFIELD, WS13 6RX	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Tettenhall, WV6 8QS	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Tipton	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ladywood Middleway, BIRMINGHAM, B16 8HA	0.3%	12	6.2%	7	0.0%	0	2.5%	3	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), New Road, Rubery, B45 9JA	0.3%	12	0.0%	0	0.0%	0	0.0%	0	6.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Kingswinford, DY6 8AA	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.3%	12	0.0%	0	0.0%	0	8.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Park Lane, OLDBURY, B69 4PU	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	9.8%	4	0.0%	0
Somerfield, High Street, BROMSGROVE, B61 0DF	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, B74 3NA	0.3%	11	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Franche Road,	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
KIDDERMINSTER, DY11 5BE																												
Local Stores, Handsworth Wood	0.3%	11	0.0%	0	3.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Dibdale Road West, Dudley	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Smethwick	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	13.4%	5
Morrisons, Mill Street, CANNOCK, WS11 3DR	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Bradford Street, SHIFNAL, TF11 8AT	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Walsall Road, Great Barr, B42 1TN	0.3%	10	0.0%	0	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	2.7%	2	1.7%	0	9.8%	4	0.0%	0
Iceland, Grosvenor Centre, Northfield, B31 2JU	0.3%	10	0.0%	0	0.0%	0	1.3%	2	4.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, New Road, WILLENHALL, WV13 2BG	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mount, Halesowen	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	11.0%	8	1.7%	0	0.0%	0	0.0%	0
Somerfield, Essington Road, WILLENHALL, WV12 5DT	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Gallery, WOLVERHAMPTON, WV1 3NJ	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Castle Square, Weoley Castle	0.3%	9	0.0%	0	0.0%	0	5.0%	7	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, STOURBRIDGE, DY8 1HJ	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Owen road, Willenhall (Neptune Industrial Estate)	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wardles Lane, GREAT WYRLEY, WS6 6DY	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, WOLVERHAMPTON, WV2 4NJ	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Kempthorn Avenue, Bushbury Lane, WOLVERHAMPTON, WV10 9UN	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Spar, Kingswinford	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wednesfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, WOLVERHAMPTON, WV2 3HP	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Bartley Green	0.2%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	2	8.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Dudley Street, Sedgley, DY3 1SB	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Wednesfield, WV11 1SZ	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, B17 9NS	0.2%	8	4.6%	5	0.0%	0	1.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Fisher Street, DUDLEY, DY1 1QE	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Lichfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Sutton Road, WALSALL, WS5 3BD	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Princess Alice Drive, SUTTON COLDFIELD, B73 6RB	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Church Street, LICHFIELD, WS13 6DZ	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak, B29 6AE	0.2%	7	0.0%	0	0.0%	0	1.3%	2	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	15.5%	4	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Kings Heath	0.2%	7	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wolverhampton Road, PENKRIDGE, ST19 5NS	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, WOLVERHAMPTON, WV4 4DF	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Quarry Bank	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Manor Lane, HALESOWEN, B62 8PY	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Bearwood Road, Bearwood, B66 4BE	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2
Somerfield, Mill Street, BRIDGNORTH, WV15 5AL	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Linden Road, Bournville	0.2%	7	0.0%	0	0.0%	0	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Co-Op, Boley Park Centre, Lichfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Brownhills Crossroad, Norton Canes	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Turnberry Road, Bloxwich, WS3 3UA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Liskeard Road, WALSALL, WS5 3EY	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, CRADLEY HEATH, B64 5HA	0.2%	7	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Local Stores, Perton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Pottery Road, Oldbury, B68 9HB	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tollgate Precinct, Smethwick, B67 7RA	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	3
Sainsburys, High Street, Harborne	0.2%	6	4.6%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Kinver	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Clayhanger Lane, BROWNHILLS, WS8 7DT	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	6	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Manor Court, Streetly, B74 2BH	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Kingstanding Road, Kingstanding, B44 9RJ	0.2%	6	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Northfield	0.2%	6	0.0%	0	0.0%	0	1.3%	2	1.1%	2	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, BRIERLEY HILL, DY5 1HR	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Cannock Road, CANNOCK, WS11 2BU	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, HALESOWEN, B63 3AT	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Highland Road, DUDLEY, DY1 3BS	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Tesco Express, Stourport Road, KIDDERMINSTER, DY11 7BQ	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union street, WEDNESBURY, WS10 7HB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, The Precinct, TIPTON, DY4 8QL	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, BILSTON, WV14 0BJ	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, High Street, DUDLEY, DY1 1QS	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.1%	5	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bilbrook Road, Codsall, WV8 1EU	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Maypole	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Alvechurch Road, West Heath, B31 3JW	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Burntwood	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Market Street, PENKRIDGE, ST19 5DH	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Wombourne	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Park Street, WALSALL, WS1 1NH	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Kent Street, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove, B61 8AG	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cape Hill, SMETHWICK, B66 4PH	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Iceland, Soho Road, Handsworth, B21 9LR	0.1%	5	1.5%	2	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halesowen Road, NETHERTON, DY2 9PY	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, WOLVERHAMPTON, WV1 3EY	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street,	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
STOURBRIDGE, DY8 1EE																												
Local Stores, Quinton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Express, Lichfield Road, WILLENHALL, WV12 5UL	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cannock Road, Burntwood	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cannock Road, Bushbury, WV10 8PN	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, KIDDERMINSTER, DY11 6UU	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, PELSALL, WS3 4LX	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Corn Bow Centre, HALESOWEN, B63 4AJ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Harborne	0.1%	4	3.1%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Quinton Road West, Quinton, B32 2RE	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, Wombourne, WV5 9DN	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Pendeford Avenue, Claregate, WV6 9EH	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Albion Parade, KINGSWINFORD, DY6 0NP	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, BROWNHILLS, WS8 6EQ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Old Swinford, DY8 2JD	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Morley Road, BURNTWOOD, WS7 9AZ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Spires Shopping Centre, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Drakes Cross Parade,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Hollywood																												
Lidl, Brettel Lane, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Frankley Beeches Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merry Hill Centre, BRIERLEY HILL, DY5 1SY	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Local Stores, Gornal	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Tettenhill Village	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, The Farley Centre, WEST BROMWICH, B70 7QZ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Warley, B65 9AS	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.0%	0
Tesco Express, Old Birmingham Road, Marlbrook, B60 1DL	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hewell Road, Barnt Green, B45 8NE	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Lichfield Road, Four Oaks, B74 2UW	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Pershore Road, Cotteridge, B30 3AS	0.1%	4	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Netherton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Blakenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bewdley Hill, KIDDERMINSTER, DY11 6BS	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, New Road, KIDDERMINSTER, DY10 1HG	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Spar, Russels Hall Road, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Stubby Lane, WEDNESFIELD, WV11 3NL	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Castle Street, COSELEY, WV14 9DP	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, WALSALL,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
WOLVERHAMPTON, WV10 0AE																												
Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Worcester Road, WEST HAGLEY, DY9 0NJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Daisy Street, COSELEY, WV14 8QQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Old Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	1.6%	1	0.0%	0
Fallings Park	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, FOUR OAKS, B74 4AB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, The Kingstanding Centre, Kingstanding, B44 9HH	0.1%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield	0.1%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Hawthorn Road, Kingstanding, B44 8QT	0.1%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding, B44 0HL	0.1%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, ALDRIDGE, WS9 8QS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone, WS14 0JR	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Windmill Bank, WOMBOURNE, WV5 9JD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Primley Service Station, WALSALL, WS2 8RN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgenorth Road, WOLLASTON, DY8 3NX	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Stafford Street, BREWOOD, ST19 9DX	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Abbey Road, DUDLEY, DY3 2PQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,84 Lichfield Road, Rushall, Walsall WS4 1NN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street,	0.1%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
HARBORNE, B17 9QG																												
Compton Village	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wellington Road, BILSTON, WV14 6RN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road, BURNTWOOD, WS7 8JS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, CANNOCK, WS11 1BS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Birches Bridge Shopping Centre, CODSALL, WV8 1PE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Swan Corner Shopping Centre, Burntwood, WS7 0DW	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moss Grove, KINGSWINFORD, DY6 9HP	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Penkridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, High Street, Brownhills, WS8 6EW	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Court Oak Road, Harborne, B32 2DX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, DY8 4AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	4.9%	2	0.0%	0
Farmfoods Freezer Ce, Fisher Street, DUDLEY, DY2 7AD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Spar,35 Hobs Rd, Wednesbury, West Midlands WS10 9BD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, WOLVERHAMPTON, WV1 2HD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwell Road, NETHERTON, DY2 9PE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, HALESOWEN, B62 8AA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	1.7%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2
Somerfield, Halesowen Road, Quinton, B62 9BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Spar, Bridgenorth Road, STOURBRIDGE, DY7 6RY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley, DY10 3SA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Great Wyrley, WS6 6LA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Coldfield Drive, Redditch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,153-155 Cannock Road, Burntwood (Lichfield District) WS7 0BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Anglesey Street, HEDNESFORD, WS12 1AS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sharon Way, HEDNESFORD, WS12 5NF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, KINVER, DY7 6HF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Wulfrun Centre, WOLVERHAMPTON, WV1 3HG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oldbury Road, Blackheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Iceland, High Street, Blackheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Somerfield, Louise Street, Gornal Wood, DY3 2UB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,40 Spring Lane, High Heath, Walsall, West Midlands WS4 1AT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, KIDDERMINSTER, DY10 4DZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.0%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristol Road, Bournbrook, B29 6BD	0.0%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Cannock Road,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
WOLVERHAMPTON, WV10 8PN																												
One Stop, Norton East Road, CANNOCK, WS11 3RT	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Smethwick, B66 4BT	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Wolverhampton Road, WOLVERHAMPTON, WV10 0QR	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Stafford Road, Oxley, WV10 6AN	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,Wolverhampton Rd West, Bentley, Willenhall WV13 2RN	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Boldmere Road, Wylde Green, B73 5UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Lane, WILLENHALL, WV12 5NE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Hagley Road West, HALESOWEN, B62 9AS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, WALSALL, WS1 3QB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Bloxwich Road, Bloxwich, WS3 2BQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, The Crown Centre, STOURBRIDGE, DY8 1YD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Stone Cross, B71 3HS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, WEDNESBURY, WS10 8SW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill, DY5 3AH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Broadway, WALSALL, WS1 3HH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, LICHFIELD, WS13 6EB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe Lane, Netherstowe, WS13 6BA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Broadwalk Retail Park, WALSALL, WS1 4SB																												
Farmfoods Freezer Ce, Capehill, Smethwick, B66 4RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Stratford Road, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Bristol Road South, Northfield, B31 2NG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, WALSALL, WS6 7AD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, Burntwood Shopping Cent, BURNTWOOD, WS7 1JR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, LICHFIELD, WS13 6JX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 4-6 High Street, Chasetown (Burntwood), STAFFS, WS7 3XF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Metchley Lane, BIRMINGHAM, B17 0HT	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rye Market, STOURBRIDGE, DY8 1HJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Lye, DY9 8JZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Walsall Road, Stone Cross, WS10 8EZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sandwell Centre, WEST BROMWICH, B70 7NG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Somerfield service Station, TIPTON, DY4 7RB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Sainsbury's Local, Chester Road, Streetly, B74 2HN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, School Road, Wombourne, WV5 9ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Border, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.6%	422	9.2%	10	5.9%	15	11.3%	15	9.1%	16	8.2%	6	9.4%	6	6.7%	3	10.6%	10	7.7%	3	8.2%	6	8.6%	2	6.6%	3	6.0%	2
Weighted base:		3647		109		253		135		176		75		66		48		92		45		71		28		39		35
Sample:		3595		65		85		80		88		73		64		60		66		65		73		58		61		67

Black Country Household Telephone Survey
For GVA Grimley

Q05 In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?
(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q05)

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Birmingham	16.2%	669	62.3%	72	41.6%	110	66.7%	91	47.1%	80	39.0%	33	27.6%	22	26.3%	16	10.3%	11	16.9%	9	3.9%	3	1.5%	0	3.9%	2	41.9%	16
Merry Hill (Shopping Centre)	14.7%	606	7.2%	8	1.1%	3	2.5%	3	14.1%	24	25.6%	22	1.3%	1	0.0%	0	24.4%	27	46.8%	25	50.6%	38	53.8%	17	44.2%	22	2.7%	1
Wolverhampton	13.1%	540	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Walsall	9.7%	401	0.0%	0	3.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	6.6%	272	5.8%	7	1.1%	3	1.2%	2	1.2%	2	11.0%	9	1.3%	1	2.6%	2	2.6%	3	20.8%	11	18.2%	14	23.1%	7	16.9%	8	4.1%	2
Sutton Coldfield	3.2%	132	0.0%	0	10.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	2.4%	97	0.0%	0	1.1%	3	3.7%	5	20.0%	34	0.0%	0	30.3%	24	0.0%	0	28.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	2.3%	93	0.0%	0	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	24.3%	9
Cannock	2.2%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	2.0%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Other	1.8%	75	5.8%	7	4.5%	12	6.2%	8	1.2%	2	1.2%	1	2.6%	2	2.6%	2	1.3%	1	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0
Telford	1.8%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	1.4%	59	1.4%	2	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	0	2.6%	1	0.0%	0
Lichfield	1.4%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	1.2%	51	0.0%	0	18.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	1.2%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.9%	36	1.4%	2	0.0%	0	3.7%	5	0.0%	0	0.0%	0	21.1%	16	0.0%	0	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.6%	24	0.0%	0	0.0%	0	3.7%	5	8.2%	14	4.9%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.6%	24	0.0%	0	0.0%	0	1.2%	2	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.9%	2	1.4%	1
The Fort Retail Park, Erdington	0.6%	24	0.0%	0	3.4%	9	0.0%	0	1.2%	2	0.0%	0	1.3%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Halesowen	0.5%	19	1.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	3	14.3%	11	0.0%	0	0.0%	0	0.0%	0
Worcester	0.4%	18	1.4%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	0.4%	18	0.0%	0	0.0%	0	2.5%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	11.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy	0.4%	18	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Perkins.Evans, Sports World, Boots, Peacocks, Au N																												
Wednesbury	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Stourbridge	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Harborne	0.2%	10	2.9%	3	0.0%	0	1.2%	2	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.2%	8	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Willenhall	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	7	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Great Bridge	0.2%	7	1.4%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.2%	7	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	3	1.3%	1	0.0%	0
Brierley Hill High Street	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	0	0.0%	0	0.0%	0
Aldridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windmills, High Street, Smethwick (JJB Sports, Peacocks, Priceless, Home Bargains, Matalan, Carphone Warehouse)	0.1%	4	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Wednesfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.5%	0	3.9%	2	0.0%	0
Shrewsbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Spring Vale Way, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Park Lane,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Kidderminster																												
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Upon Avon	0.0%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cape Hill Retail Park, Smethwick (Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	6.7%	275	4.3%	5	9.0%	24	4.9%	7	3.5%	6	6.1%	5	11.8%	9	5.3%	3	10.3%	11	5.2%	3	6.5%	5	4.6%	1	3.9%	2	8.1%	3
Weighted base:		4132		116		265		137		170		84		78		60		109		54		74		31		50		39
Sample:		4140		69		89		81		85		82		76		76		78		77		77		65		77		74

Q06 How does your household normally travel to its main clothing and footwear shopping destination (LOCATION MENTIONED AT Q05)?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Car / Van (as driver)	54.0%	2084	36.4%	40	60.5%	146	40.3%	52	42.7%	70	57.1%	45	58.2%	40	62.5%	36	68.6%	67	50.7%	26	61.1%	43	53.2%	16	48.6%	23	23.5%	8
Car / van (as passenger)	11.5%	442	4.5%	5	3.7%	9	11.7%	15	9.8%	16	11.7%	9	10.4%	7	9.7%	6	4.3%	4	9.6%	5	13.9%	10	11.3%	3	18.9%	9	11.8%	4
Motorcycle	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Bus	24.4%	940	50.0%	56	25.9%	63	29.9%	39	25.6%	42	31.2%	25	23.9%	16	26.4%	15	15.7%	15	31.5%	16	18.1%	13	22.6%	7	28.4%	14	50.0%	18
Train	3.4%	131	0.0%	0	1.2%	3	14.3%	19	14.6%	24	0.0%	0	4.5%	3	1.4%	1	1.4%	1	4.1%	2	0.0%	0	1.6%	0	2.7%	1	5.9%	2
Taxi	0.5%	20	0.0%	0	0.0%	0	1.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	4.8%	1	0.0%	0	2.9%	1
Walk	4.5%	174	7.6%	8	6.2%	15	1.3%	2	4.9%	8	0.0%	0	1.5%	1	0.0%	0	10.0%	10	0.0%	0	4.2%	3	3.2%	1	1.4%	1	4.4%	2
Bicycle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility Scooter	0.1%	5	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Ring and Ride Charity Bus	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tram	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	42	1.5%	2	1.2%	3	1.3%	2	1.2%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't travel / goods delivered)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		3857		111		241		130		164		79		69		57		98		51		70		30		48		36
Sample:		3858		66		81		77		82		77		67		72		70		73		72		62		74		68

Q07 What do you like about the (LOCATION MENTIONED AT Q05) ?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Good range of chain / well known stores	30.7%	1185	28.8%	32	33.3%	80	31.2%	41	25.6%	42	36.4%	29	40.3%	28	40.3%	23	30.0%	29	27.4%	14	27.8%	19	12.9%	4	36.5%	17	48.5%	17
Close to home	29.9%	1152	37.9%	42	32.1%	77	31.2%	41	18.3%	30	14.3%	11	29.9%	21	38.9%	22	15.7%	15	28.8%	15	30.6%	21	24.2%	7	23.0%	11	29.4%	11
Good range of independent stores	12.9%	497	18.2%	20	13.6%	33	28.6%	37	23.2%	38	11.7%	9	17.9%	12	9.7%	6	15.7%	15	20.5%	10	9.7%	7	19.4%	6	14.9%	7	23.5%	8
Nothing / very little	12.3%	473	6.1%	7	8.6%	21	13.0%	17	3.7%	6	11.7%	9	6.0%	4	8.3%	5	5.7%	6	4.1%	2	8.3%	6	12.9%	4	12.2%	6	7.4%	3
Indoor shopping malls / arcades	12.1%	467	6.1%	7	12.3%	30	10.4%	14	9.8%	16	28.6%	23	16.4%	11	6.9%	4	24.3%	24	35.6%	18	26.4%	18	12.9%	4	6.8%	3	4.4%	2
Good and / or free car parking	9.9%	380	9.1%	10	7.4%	18	9.1%	12	15.9%	26	15.6%	12	16.4%	11	11.1%	6	14.3%	14	19.2%	10	13.9%	10	12.9%	4	8.1%	4	4.4%	2
Attractive environment	6.8%	261	13.6%	15	6.2%	15	14.3%	19	9.8%	16	1.3%	1	10.4%	7	9.7%	6	7.1%	7	5.5%	3	4.2%	3	3.2%	1	6.8%	3	8.8%	3
Department Store	4.1%	157	16.7%	19	0.0%	0	3.9%	5	8.5%	14	0.0%	0	1.5%	1	4.2%	2	1.4%	1	1.4%	1	1.4%	1	11.3%	3	8.1%	4	10.3%	4
Shops are all under one roof / undercover	3.5%	134	0.0%	0	1.2%	3	0.0%	0	6.1%	10	0.0%	0	0.0%	0	1.4%	1	0.0%	0	5.5%	3	11.1%	8	21.0%	6	17.6%	8	0.0%	0
Good bus service / accessible public transport	3.0%	115	7.6%	8	6.2%	15	3.9%	5	1.2%	2	3.9%	3	1.5%	1	2.8%	2	0.0%	0	5.5%	3	0.0%	0	1.6%	0	5.4%	3	14.7%	5
Shops are close together / compact	2.8%	109	1.5%	2	2.5%	6	2.6%	3	2.4%	4	6.5%	5	1.5%	1	1.4%	1	5.7%	6	0.0%	0	1.4%	1	1.6%	0	2.7%	1	1.5%	1
Cleanliness	2.1%	82	3.0%	3	2.5%	6	3.9%	5	4.9%	8	2.6%	2	3.0%	2	2.8%	2	1.4%	1	4.1%	2	0.0%	0	6.5%	2	1.4%	1	2.9%	1
Restaurant / cafes	1.8%	69	4.5%	5	1.2%	3	2.6%	3	1.2%	2	3.9%	3	3.0%	2	1.4%	1	2.9%	3	2.7%	1	4.2%	3	6.5%	2	5.4%	3	2.9%	1
Good prices	1.7%	66	1.5%	2	2.5%	6	0.0%	0	1.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	1.4%	1	4.4%	2
Close to work / en route to work	1.7%	66	1.5%	2	4.9%	12	1.3%	2	4.9%	8	0.0%	0	1.5%	1	1.4%	1	2.9%	3	0.0%	0	1.4%	1	1.6%	0	1.4%	1	0.0%	0
Easily accessible by foot / cycle	1.6%	62	3.0%	3	1.2%	3	1.3%	2	2.4%	4	1.3%	1	1.5%	1	1.4%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.5%	1
It's familiar / habit	1.4%	54	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	1.6%	0	0.0%	0	0.0%	0
Markets	1.4%	52	0.0%	0	0.0%	0	1.3%	2	2.4%	4	1.3%	1	3.0%	2	2.8%	2	0.0%	0	2.7%	1	0.0%	0	6.5%	2	2.7%	1	4.4%	2
Safe and secure	1.3%	51	0.0%	0	1.2%	3	2.6%	3	0.0%	0	1.3%	1	1.5%	1	2.8%	2	2.9%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's friendly	0.8%	30	1.5%	2	0.0%	0	1.3%	2	1.2%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	1.4%	1	1.6%	0	0.0%	0	0.0%	0
Other	0.7%	25	3.0%	3	0.0%	0	2.6%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	0	1.4%	1	0.0%	0
Good range of services (bank, library, hairdresser etc.)	0.6%	25	0.0%	0	2.5%	6	1.3%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Warm	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	5.4%	3	0.0%	0
Everything is there that is needed	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Specific store - Varies	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.5%	1
Easily accessible by car	0.4%	15	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.4%	14	0.0%	0	2.5%	6	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	0.3%	13	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Convenience	0.3%	11	1.5%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to	0.3%	11	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Good atmosphere	0.3%	11	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Specific store - Marks & Spencer	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bars / pubs / clubs	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
It's outdoors	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Good variety of goods available	0.2%	7	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0
All on one level / flat pavements	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free/ pedestrianised	0.2%	6	0.0%	0	1.2%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Quiet	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Part of a overall day out	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	5	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's not too big	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get around	0.1%	4	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good toilet / changing facilities	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modern	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plenty of seating	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and Ride	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's close to friends / family	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivery service	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Good quality	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cycle parking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It offers clothing in larger sizes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	37	3.0%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		3857		111		241		130		164		79		69		57		98		51		70		30		48		36
Sample:		3858		66		81		77		82		77		67		72		70		73		72		62		74		68

Q08 What do you dislike about (LOCATION MENTIONED AT Q05) ?

Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing / very little	54.6%	2106	50.0%	56	50.6%	122	51.9%	68	59.8%	98	53.2%	42	70.1%	48	55.6%	32	52.9%	52	61.6%	31	47.2%	33	50.0%	15	62.2%	30	73.5%	26
Difficult to park	6.8%	261	3.0%	3	4.9%	12	7.8%	10	3.7%	6	9.1%	7	7.5%	5	0.0%	0	11.4%	11	11.0%	6	12.5%	9	16.1%	5	9.5%	5	1.5%	1
Too busy / crowded	6.7%	259	3.0%	3	12.3%	30	11.7%	15	3.7%	6	9.1%	7	6.0%	4	4.2%	2	4.3%	4	5.5%	3	20.8%	15	8.1%	2	10.8%	5	4.4%	2
Lack of non-food stores	6.3%	243	1.5%	2	7.4%	18	5.2%	7	2.4%	4	1.3%	1	6.0%	4	4.2%	2	5.7%	6	1.4%	1	0.0%	0	0.0%	0	2.7%	1	5.9%	2
Traffic congestion	4.5%	175	9.1%	10	3.7%	9	7.8%	10	0.0%	0	9.1%	7	1.5%	1	5.6%	3	2.9%	3	5.5%	3	11.1%	8	3.2%	1	10.8%	5	1.5%	1
Vacant shops	3.7%	142	6.1%	7	1.2%	3	1.3%	2	1.2%	2	1.3%	1	1.5%	1	1.4%	1	1.4%	1	0.0%	0	0.0%	0	3.2%	1	4.1%	2	0.0%	0
Difficult to park near shops	1.8%	68	1.5%	2	2.5%	6	1.3%	2	3.7%	6	2.6%	2	0.0%	0	0.0%	0	5.7%	6	4.1%	2	1.4%	1	3.2%	1	1.4%	1	1.5%	1
Unnatractive environment	1.7%	67	0.0%	0	0.0%	0	1.3%	2	1.2%	2	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	2.8%	2	1.6%	0	0.0%	0	1.5%	1
Other	1.7%	65	4.5%	5	1.2%	3	5.2%	7	0.0%	0	2.6%	2	1.5%	1	4.2%	2	2.9%	3	1.4%	1	2.8%	2	0.0%	0	1.4%	1	0.0%	0
Cost of parking	1.5%	59	0.0%	0	1.2%	3	1.3%	2	2.4%	4	2.6%	2	1.5%	1	2.8%	2	1.4%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.5%	1
Poor department store offer	1.4%	55	0.0%	0	1.2%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.3%	4	0.0%	0	0.0%	0	1.6%	0	0.0%	0	2.9%	1
Lack of foodstores	1.4%	52	0.0%	0	2.5%	6	0.0%	0	1.2%	2	0.0%	0	3.0%	2	1.4%	1	2.9%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.5%	1
Too expensive	1.3%	50	1.5%	2	3.7%	9	2.6%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	1.6%	0	1.4%	1	0.0%	0
Too long / inconvenient journey	1.3%	49	0.0%	0	2.5%	6	0.0%	0	7.3%	12	1.3%	1	0.0%	0	1.4%	1	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Youths loitering / anti social behaviour	1.1%	44	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	1.4%	1	4.8%	1	1.4%	1	0.0%	0
Dirty	1.1%	42	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.3%	1	0.0%	0	4.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.9%	35	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1
Too big	0.7%	27	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	1.6%	0	0.0%	0	1.5%	1
Shops are too far apart	0.7%	26	0.0%	0	2.5%	6	0.0%	0	3.7%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	0	0.0%	0	0.0%	0
Poor bus services	0.7%	26	1.5%	2	1.2%	3	0.0%	0	2.4%	4	2.6%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of eating and drinking places	0.6%	25	4.5%	5	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.4%	1	0.0%	0
Poor security for shoppers / cars	0.6%	25	0.0%	0	1.2%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of independant stores	0.6%	22	1.5%	2	0.0%	0	5.2%	7	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Market is poor / gone	0.5%	18	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Rude people	0.4%	16	1.5%	2	1.2%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access for disabled	0.3%	13	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
It is too hot / stuffy	0.3%	13	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity / pound shops	0.3%	13	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.4%	1	0.0%	0
It is outdoors / cold	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stall / Market traders harrass shoppers	0.3%	12	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	3.2%	1	0.0%	0	1.5%	1
Roadworks	0.3%	11	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of clothing / shoe stores	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility by foot / cycle	0.3%	11	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Not enough toilets	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Shopping environment feels enclosed / claustrophobic	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lack of stores for the elderly	0.2%	9	0.0%	0	1.2%	3	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Poor seating	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.4%	1	0.0%	0
Too many mobile phone shops	0.2%	8	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops aren't undercover	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor bus station	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Dislike the changes to the location	0.2%	7	1.5%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Poor quality stores	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor / uneven flooring	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
The Bullring Shopping Centre	0.1%	5	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Lack of specialised stores	0.1%	5	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough disabled parking	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stores are very / too similar	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Poor lighting	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor opening hours	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.8%	71	0.0%	0	1.2%	3	2.6%	3	1.2%	2	0.0%	0	0.0%	0	5.6%	3	4.3%	4	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		3857		111		241		130		164		79		69		57		98		51		70		30		48		36
Sample:		3858		66		81		77		82		77		67		72		70		73		72		62		74		68

Q09 What would make you shop in or visit (LOCATION MENTIONED AT Q05) more often ?

Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	61.1%	2358	57.6%	64	60.5%	146	58.4%	76	65.9%	108	64.9%	51	73.1%	50	72.2%	41	60.0%	59	67.1%	34	75.0%	52	66.1%	20	73.0%	35	69.1%	25
More non-food stores	6.2%	238	1.5%	2	9.9%	24	1.3%	2	4.9%	8	1.3%	1	4.5%	3	2.8%	2	7.1%	7	2.7%	1	1.4%	1	4.8%	1	2.7%	1	5.9%	2
More department stores	5.6%	216	0.0%	0	3.7%	9	0.0%	0	1.2%	2	0.0%	0	1.5%	1	4.2%	2	7.1%	7	4.1%	2	1.4%	1	1.6%	0	4.1%	2	1.5%	1
Cheaper parking	4.9%	190	6.1%	7	8.6%	21	9.1%	12	6.1%	10	6.5%	5	4.5%	3	6.9%	4	10.0%	10	4.1%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Easier / more parking	4.2%	163	4.5%	5	2.5%	6	2.6%	3	1.2%	2	9.1%	7	6.0%	4	2.8%	2	4.3%	4	5.5%	3	5.6%	4	8.1%	2	6.8%	3	1.5%	1
More specialist shops	3.0%	115	3.0%	3	2.5%	6	2.6%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.4%	1	1.4%	1	5.6%	4	0.0%	0	0.0%	0	4.4%	2
Cheaper prices	2.9%	111	7.6%	8	3.7%	9	2.6%	3	4.9%	8	0.0%	0	0.0%	0	2.8%	2	1.4%	1	6.9%	3	1.4%	1	6.5%	2	5.4%	3	8.8%	3
More independent shops	2.8%	107	3.0%	3	4.9%	12	3.9%	5	0.0%	0	0.0%	0	1.5%	1	1.4%	1	1.4%	1	0.0%	0	4.2%	3	0.0%	0	0.0%	0	4.4%	2
Better public transport links	2.2%	84	4.5%	5	2.5%	6	2.6%	3	2.4%	4	2.6%	2	0.0%	0	5.6%	3	5.7%	6	2.7%	1	2.8%	2	1.6%	0	1.4%	1	1.5%	1
More higher order / designer stores	2.1%	81	3.0%	3	1.2%	3	0.0%	0	0.0%	0	1.3%	1	3.0%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More food stores	1.7%	64	0.0%	0	1.2%	3	1.3%	2	1.2%	2	1.3%	1	3.0%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat / drink	1.3%	48	1.5%	2	0.0%	0	2.6%	3	2.4%	4	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
More money	1.0%	39	3.0%	3	1.2%	3	0.0%	0	6.1%	10	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	1.6%	0	1.4%	1	1.5%	1
Cleaner environment	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If it was closer	0.8%	32	1.5%	2	0.0%	0	0.0%	0	1.2%	2	1.3%	1	1.5%	1	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Markets	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.5%	1
More leisure facilities (e.g. cinema etc.)	0.7%	27	3.0%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Refurbishment of area	0.6%	21	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
More clothes / shoe shops	0.5%	21	0.0%	0	1.2%	3	0.0%	0	1.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
More special offers	0.5%	19	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	0	0.0%	0	0.0%	0
Other	0.4%	16	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	0	0.0%	0	0.0%	0
More security / better personal safety	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1
Longer opening hours	0.4%	14	0.0%	0	1.2%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Better access by car	0.4%	14	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	0	0.0%	0	0.0%	0
Less busy / crowds	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new / larger supermarket	0.2%	8	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a specific store (varied)	0.2%	8	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.2%	8	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
More toilet facilities	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.4%	1	0.0%	0
Stores close together / more compact	0.2%	7	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality stores	0.2%	6	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More indoor shopping	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops / choice (general)	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Better delivery service	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Better delivery service	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More time	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wider isles	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pedestrianisation	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More services (e.g. bank, library, hairdressers etc.)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.9%	112	3.0%	3	1.2%	3	10.4%	14	3.7%	6	5.2%	4	0.0%	0	0.0%	0	4.3%	4	2.7%	1	2.8%	2	4.8%	1	2.7%	1	2.9%	1
Weighted base:		3857		111		241		130		164		79		69		57		98		51		70		30		48		36
Sample:		3858		66		81		77		82		77		67		72		70		73		72		62		74		68

Q10 How often do you visit (LOCATION MENTIONED AT Q05) in the evenings ?

Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Everyday	0.2%	9	0.0%	0	1.2%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.4%	15	0.0%	0	1.2%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	2.9%	111	4.5%	5	3.7%	9	5.2%	7	6.1%	10	1.3%	1	1.5%	1	1.4%	1	0.0%	0	2.7%	1	4.2%	3	0.0%	0	2.7%	1	7.4%	3
1 day a week	6.4%	245	15.2%	17	7.4%	18	2.6%	3	7.3%	12	2.6%	2	7.5%	5	2.8%	2	4.3%	4	5.5%	3	9.7%	7	9.7%	3	10.8%	5	8.8%	3
Once every 2 weeks	4.7%	181	4.5%	5	4.9%	12	9.1%	12	2.4%	4	5.2%	4	4.5%	3	1.4%	1	5.7%	6	8.2%	4	11.1%	8	3.2%	1	2.7%	1	1.5%	1
Once every month	10.3%	397	18.2%	20	16.0%	39	6.5%	8	8.5%	14	16.9%	13	11.9%	8	5.6%	3	14.3%	14	15.1%	8	9.7%	7	8.1%	2	16.2%	8	5.9%	2
Once a quarter	7.5%	290	9.1%	10	7.4%	18	10.4%	14	1.2%	2	14.3%	11	7.5%	5	6.9%	4	8.6%	8	12.3%	6	8.3%	6	9.7%	3	16.2%	8	5.9%	2
Less often than once a quarter	8.6%	331	7.6%	8	6.2%	15	11.7%	15	13.4%	22	9.1%	7	11.9%	8	8.3%	5	10.0%	10	4.1%	2	6.9%	5	16.1%	5	4.1%	2	4.4%	2
Never	58.6%	2261	40.9%	45	50.6%	122	54.5%	71	57.3%	94	50.7%	40	55.2%	38	73.6%	42	57.1%	56	52.1%	27	48.6%	34	51.6%	15	47.3%	23	66.2%	24
(Don't know)	0.5%	18	0.0%	0	1.2%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	0	0.0%	0	0.0%	0
Weighted base:		3857		111		241		130		164		79		69		57		98		51		70		30		48		36
Sample:		3858		66		81		77		82		77		67		72		70		73		72		62		74		68

Q11 What would make you stay longer in (LOCATION MENTIONED AT Q05) to use it in the evenings?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	77.7%	2998	71.2%	79	76.5%	185	71.4%	93	69.5%	114	76.6%	61	79.1%	55	80.6%	46	84.3%	83	79.5%	41	87.5%	61	80.6%	24	77.0%	37	79.4%	28
Late night shopping	5.1%	196	1.5%	2	8.6%	21	6.5%	8	6.1%	10	5.2%	4	3.0%	2	8.3%	5	4.3%	4	1.4%	1	4.2%	3	4.8%	1	2.7%	1	2.9%	1
More restaurants	3.7%	143	3.0%	3	3.7%	9	5.2%	7	6.1%	10	5.2%	4	1.5%	1	2.8%	2	1.4%	1	4.1%	2	4.2%	3	0.0%	0	9.5%	5	1.5%	1
Better police presence	2.1%	79	4.5%	5	0.0%	0	2.6%	3	2.4%	4	3.9%	3	4.5%	3	2.8%	2	1.4%	1	1.4%	1	0.0%	0	1.6%	0	0.0%	0	2.9%	1
More bars	1.4%	54	4.5%	5	0.0%	0	1.3%	2	3.7%	6	2.6%	2	0.0%	0	1.4%	1	1.4%	1	0.0%	0	1.4%	1	3.2%	1	1.4%	1	0.0%	0
Cinema	1.0%	40	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.2%	1	2.7%	1	2.9%	1
Better accessibility by bus	1.0%	38	1.5%	2	1.2%	3	1.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.9%	3	5.5%	3	0.0%	0	1.6%	0	1.4%	1	1.5%	1
Other	0.7%	25	0.0%	0	0.0%	0	1.3%	2	1.2%	2	0.0%	0	4.5%	3	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More late night car parks	0.6%	25	1.5%	2	0.0%	0	1.3%	2	0.0%	0	1.3%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
More security / better personal safety	0.5%	21	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.5%	21	0.0%	0	2.5%	6	1.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.4%	17	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.4%	16	1.5%	2	0.0%	0	1.3%	2	1.2%	2	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops	0.4%	15	0.0%	0	1.2%	3	0.0%	0	0.0%	0	1.3%	1	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More general entertainment	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More money	0.4%	14	1.5%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
More leisure facilities	0.4%	14	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0
More child-friendly facilities	0.3%	13	0.0%	0	1.2%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	0.3%	11	0.0%	0	1.2%	3	0.0%	0	1.2%	2	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Live music / gigs	0.3%	11	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
More family orientated facilities	0.2%	9	0.0%	0	0.0%	0	1.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events that cater for the elderly	0.2%	8	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less gangs	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1
More shows at the theatre	0.2%	7	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More time / less working hours	0.1%	6	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
More events in the city centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper taxis	0.1%	5	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Babysitting service	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better accessibility by train	0.1%	4	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pubs / restaurants	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not so busy / less crowding	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Coffee shops / cafes open later	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lift smoking ban	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't Know)	3.2%	122	10.6%	12	2.5%	6	3.9%	5	6.1%	10	2.6%	2	1.5%	1	0.0%	0	1.4%	1	4.1%	2	1.4%	1	3.2%	1	2.7%	1	2.9%	1
Weighted base:		3857		111		241		130		164		79		69		57		98		51		70		30		48		36
Sample:		3858		66		81		77		82		77		67		72		70		73		72		62		74		68

Q12 Where do you do most of your households shopping for furniture, floor coverings and household textiles ?
(Not including internet / catalogue / mail order / tv shopping or don't buy at Q12)

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Birmingham	8.2%	284	44.3%	45	23.5%	57	23.2%	27	15.7%	22	16.7%	13	17.2%	11	20.9%	11	7.1%	6	7.5%	3	5.7%	4	0.0%	0	5.0%	2	16.1%	5
Wolverhampton	6.1%	211	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	5.2%	180	8.2%	8	6.2%	15	4.3%	5	1.4%	2	5.1%	4	0.0%	0	14.9%	8	1.8%	1	1.5%	1	2.9%	2	4.2%	1	0.0%	0	7.1%	2
Merry Hill (Shopping Centre)	4.3%	149	0.0%	0	0.0%	0	0.0%	0	4.3%	6	6.4%	5	0.0%	0	0.0%	0	5.4%	4	11.9%	6	15.7%	11	20.8%	5	10.0%	4	0.0%	0
Walsall	3.6%	123	0.0%	0	1.2%	3	0.0%	0	1.4%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Cannock	2.8%	97	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	2.6%	89	0.0%	0	1.2%	3	0.0%	0	0.0%	0	7.7%	6	0.0%	0	0.0%	0	3.6%	3	6.0%	3	12.9%	9	10.4%	2	6.7%	3	0.0%	0
Dudley	2.4%	83	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0	1.8%	1	3.0%	1	4.3%	3	8.3%	2	5.0%	2	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	2.3%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	2.3%	79	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.5%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Wednesbury	2.0%	69	0.0%	0	3.7%	9	0.0%	0	2.9%	4	2.6%	2	0.0%	0	0.0%	0	3.6%	3	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0
Other	2.0%	68	0.0%	0	4.9%	12	5.8%	7	4.3%	6	6.4%	5	7.8%	5	3.0%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	0	1.7%	1	1.8%	1
Bilston	2.0%	68	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	3.0%	1	0.0%	0	2.1%	0	3.3%	1	0.0%	0
Oldbury	1.4%	48	8.2%	8	1.2%	3	1.4%	2	0.0%	0	2.6%	2	0.0%	0	4.5%	2	0.0%	0	4.5%	2	0.0%	0	6.3%	1	11.7%	5	1.8%	1
West Bromwich	1.2%	43	1.6%	2	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	19.6%	6
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher,	1.2%	40	1.6%	2	14.8%	36	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Poundland, Peac																												
Solihull	1.1%	38	1.6%	2	0.0%	0	2.9%	3	2.9%	4	2.6%	2	18.8%	12	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	1.1%	37	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	0	6.7%	3	7.1%	2
Sutton Coldfield	1.0%	35	0.0%	0	4.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.9%	29	3.3%	3	0.0%	0	0.0%	0	1.4%	2	6.4%	5	0.0%	0	0.0%	0	0.0%	0	10.4%	5	1.4%	1	6.3%	1	5.0%	2	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	0.7%	25	1.6%	2	1.2%	3	7.2%	8	4.3%	6	3.8%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	4.2%	1	1.7%	1	0.0%	0
Bearwood	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	14.3%	4
Northfield	0.7%	24	0.0%	0	0.0%	0	5.8%	7	11.4%	16	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road, New Oscott	0.6%	21	0.0%	0	3.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tamworth	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.6%	19	0.0%	0	0.0%	0	0.0%	0	5.7%	8	0.0%	0	6.3%	4	0.0%	0	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington	0.6%	19	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores,	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
M&S Outlet)																												
Bromsgrove	0.5%	19	0.0%	0	0.0%	0	1.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	16.1%	13	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.5%	19	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.5%	18	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Business Park, Bilston	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.4%	14	1.6%	2	0.0%	0	5.8%	7	0.0%	0	2.6%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	2	14.3%	10	2.1%	0	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.4%	13	0.0%	0	0.0%	0	2.9%	3	2.9%	4	0.0%	0	6.3%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.1%	0	8.3%	3	0.0%	0
Worcester	0.3%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.6%	1	0.0%	0	1.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.3%	9	0.0%	0	1.2%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Burton upon Trent	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Birchley Industrial Estate, Oldbury	0.2%	8	1.6%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.2%	7	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks,	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste																												
Kingswinford	0.2%	6	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.5%	1	3.6%	3	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.6%	1	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.2%	6	1.6%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Coles, Great Bridge Road, Bilston	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.1%	4	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Lichfield Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Road, Stourbridge	0.1%	4	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Station Drive, Brierley Hill	0.1%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.1%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Brownhills	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Dudley Road, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Harborne Lane, Selly	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Oak																												
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warstones Road	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.0%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensville Retail Park, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton (JJB Sports, Fabric Warehouse/Bensons, United Carpet Mill, Focus)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove (Focus, Lush Furniture)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.8%	1
Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cedars Business Park, North Street, Cannock (Carol's Megastore, Motor Mania, Tile Shack, Factory Seconds)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Coppice Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Aldridge																												
The Chase Centre, Church Street, Cannock (CBS Clothing, Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	24.7%	853	14.8%	15	22.2%	54	36.2%	42	28.6%	40	19.2%	15	29.7%	20	16.4%	9	33.9%	27	38.8%	18	21.4%	15	18.8%	4	25.0%	10	17.9%	5
Weighted base:		3451		103		241		117		140		80		66		53		78		47		68		23		39		29
Sample:		3439		61		81		69		70		78		64		67		56		67		70		48		60		56

Black Country Household Telephone Survey
For GVA Grimley

Q13 Where do you do most of your households shopping for DIY and decorating goods ?
(Not including internet / catalogue / mail order / tv shopping or don't buy at Q13)

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
B&Q, Mucklow Hill, Halesowen	10.9%	429	16.9%	20	0.0%	0	6.3%	8	16.5%	28	61.9%	53	1.4%	1	0.0%	0	0.0%	0	79.5%	41	77.9%	58	71.7%	21	67.6%	31	10.6%	4
B&Q, Spring Vale Business Park, Bilston	8.4%	333	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	8.4%	331	1.4%	2	6.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	21	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.5%	175	38.0%	45	2.3%	6	57.0%	76	16.5%	28	7.1%	6	8.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Other	3.1%	120	0.0%	0	6.9%	18	1.3%	2	7.1%	12	6.0%	5	18.1%	13	1.4%	1	5.3%	6	2.7%	1	1.3%	1	1.7%	0	0.0%	0	1.5%	1
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	2.8%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road, New Oscott	2.6%	104	0.0%	0	16.1%	42	1.3%	2	0.0%	0	0.0%	0	0.0%	0	14.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	2.6%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	2.3%	92	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	12.7%	6	36.4%	13
Cannock	2.1%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	1.9%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	1.9%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Road, Stourbridge	1.8%	69	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin	1.7%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos																												
Walsall	1.7%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	1.7%	65	8.5%	10	5.7%	15	5.1%	7	7.1%	12	0.0%	0	6.9%	5	8.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
B&Q, Green Street, Kidderminster	1.5%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	1.5%	58	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	1.4%	54	9.9%	12	0.0%	0	11.4%	15	9.4%	16	6.0%	5	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Focus, Dudley Road, Kingswinford	1.3%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	1.2%	47	0.0%	0	0.0%	0	0.0%	0	9.4%	16	1.2%	1	13.9%	10	0.0%	0	18.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Lichfield Road, Wolverhampton	1.1%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	1.1%	42	0.0%	0	11.5%	30	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	1.0%	41	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.4%	1	0.0%	0	36.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Coppice Lane, Aldridge	1.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.9%	34	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1
Bilston	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.8%	30	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.9%	3	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.7%	29	1.4%	2	0.0%	0	1.3%	2	1.2%	2	3.6%	3	0.0%	0	0.0%	0	0.0%	0	6.9%	3	11.7%	9	5.0%	1	1.4%	1	1.5%	1
Lichfield	0.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Holyhead Road, Handsworth	0.7%	28	1.4%	2	8.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
B&Q, Jinnah Road, Redditch	0.7%	27	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0	9.7%	7	0.0%	0	13.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
West Bromwich	0.6%	24	0.0%	0	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	4
Focus, Ferrie Grove, Brownhills	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.6%	24	0.0%	0	8.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.6%	22	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	1
Kingswinford	0.6%	22	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams,	0.5%	21	0.0%	0	6.9%	18	0.0%	0	0.0%	0	1.2%	1	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Comet, Poundstretcher, Poundland, Peac																												
Sutton Coldfield	0.5%	21	0.0%	0	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Harborne Lane, Selly Oak	0.5%	19	2.8%	3	0.0%	0	0.0%	0	9.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton (JJB Sports, Fabric Warehouse/Bensons, United Carpet Mill, Focus)	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Lichfield Road, Cannock	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.3%	13	2.8%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.5%	2
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	1.4%	1	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Street, West Bromwich	0.3%	12	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.3%	11	0.0%	0	3.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove (Focus, Lush Furniture)	0.3%	10	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.7%	0	7.0%	3	0.0%	0
B&Q, Bridge Retail Park,	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Telford																												
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.2%	10	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.2%	10	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ash Tree Road, Stirchley	0.2%	9	1.4%	2	0.0%	0	3.8%	5	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Prospect Road, Mucklow Hill, Halesowen	0.2%	9	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.7%	0	0.0%	0	0.0%	0
Wednesfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.2%	8	0.0%	0	1.1%	3	2.5%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.2%	7	0.0%	0	0.0%	0	1.3%	2	1.2%	2	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sedgley	0.2%	7	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Marshall Lake Road, Solihull	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lichfield Road, Stafford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Fox's Lane, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Stafford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	5	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Great Bridge Retail Park,	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)																												
Erdington	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tame Valley Industrial Estate, Tamworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.3%	1	0.0%	0	0.0%	0
Burntwood	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blockbuster, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Church Street, Lichfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
The Chase Centre, Church Street, Cannock (CBS Clothing, Blockbuster)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Blockbuster, Dudley Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Spring Vale Way, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Under Lyme	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hednesford Road, Cannock (Pet supplies, City Plumbing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	7.9%	311	9.9%	12	12.6%	33	6.3%	8	5.9%	10	4.8%	4	9.7%	7	5.6%	3	10.7%	11	4.1%	2	1.3%	1	5.0%	1	5.6%	3	10.6%	4
Weighted base:		3939		120		259		133		170		86		74		56		105		51		74		29		46		35
Sample:		3924		71		87		79		85		84		72		71		75		73		77		60		71		66

Q14 Where do you do most of your households shopping for domestic appliances such as washing machines, fridges cookers and kettles ?
(Not including internet / catalogue / mail order / tv shopping or don't buy at Q14)

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	6.8%	258	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	11	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	6.6%	247	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	5.4%	204	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	4.8%	180	1.5%	2	0.0%	0	1.2%	2	1.3%	2	5.4%	4	0.0%	0	0.0%	0	1.5%	1	7.5%	3	14.1%	11	21.1%	6	14.5%	6	0.0%	0
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.7%	178	29.4%	34	0.0%	0	48.8%	68	21.3%	34	29.7%	23	11.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Merry Hill (Shopping Centre)	4.1%	157	0.0%	0	0.0%	0	0.0%	0	5.0%	8	2.7%	2	0.0%	0	0.0%	0	3.1%	3	7.5%	3	16.7%	13	14.0%	4	7.2%	3	1.4%	1
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	3.6%	137	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	3.2%	122	8.8%	10	13.9%	33	7.3%	10	7.5%	12	6.8%	5	16.2%	11	13.4%	7	1.5%	1	3.0%	1	2.6%	2	0.0%	0	1.4%	1	2.9%	1
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	3.0%	114	2.9%	3	40.5%	95	0.0%	0	1.3%	2	0.0%	0	0.0%	0	19.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.0%	112	2.9%	3	8.9%	21	4.9%	7	8.8%	14	1.4%	1	8.8%	6	3.0%	2	1.5%	1	6.0%	3	0.0%	0	1.8%	0	1.4%	1	7.1%	3
Oldbury Retail Park, Oldbury Ringway	2.3%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	17.4%	8	25.7%	9

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
(Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph																												
Wednesbury	2.0%	77	0.0%	0	1.3%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	2.0%	74	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	1.9%	70	0.0%	0	8.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	1.8%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	1.7%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Kidderminster	1.6%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	1.5%	56	4.4%	5	0.0%	0	11.0%	15	16.3%	26	8.1%	6	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	1.4%	54	17.6%	20	1.3%	3	1.2%	2	0.0%	0	9.5%	7	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	7
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	1.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	1.3%	49	0.0%	0	0.0%	0	2.4%	3	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	22.4%	10	28.2%	21	8.8%	2	4.3%	2	0.0%	0
Bromsgrove	1.3%	48	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	1.5%	1	0.0%	0	44.6%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	1.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	8	0.0%	0	0.0%	0	0.0%	0	17.9%	8	21.8%	16	15.8%	4	8.7%	4	0.0%	0
Lichfield	1.2%	44	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.1%	43	0.0%	0	2.5%	6	0.0%	0	0.0%	0	2.7%	2	0.0%	0	7.5%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	8.6%	3
Sedgley	1.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	1.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.8%	0	2.9%	1	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	1.0%	38	1.5%	2	3.8%	9	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	12.9%	5
Redditch	0.8%	32	0.0%	0	0.0%	0	0.0%	0	5.0%	8	0.0%	0	11.8%	8	0.0%	0	16.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.8%	30	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright,	0.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Comet, Halfords, Pets at Home, Matalan)																												
Solihull	0.7%	27	0.0%	0	0.0%	0	1.2%	2	3.8%	6	0.0%	0	13.2%	9	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.7%	26	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	1.8%	0	5.8%	3	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.4%	15	8.8%	10	0.0%	0	1.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.4%	15	1.5%	2	0.0%	0	1.2%	2	7.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	2.6%	2	8.8%	2	1.4%	1	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.4%	1	0.0%	0
Blackheath	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	5.3%	1	10.1%	5	0.0%	0
Sears Retail Park, Solihull	0.3%	13	0.0%	0	1.3%	3	1.2%	2	1.3%	2	0.0%	0	8.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Wallsall Road, Willenhall	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.2%	7	1.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1
Brownhills	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.2%	6	0.0%	0	0.0%	0	2.4%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tipton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1
Ventura Retail Park, Tamworth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0
B&Q, Spring Vale Business Park, Bilston	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Marshall Lake Retail Park, Solihull	0.1%	5	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth	0.1%	5	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Droitwich	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.1%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.1%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Amrstrong Way, Willenhall (Jollye's pet supplies, Staples, Blockbuster)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Darlaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadmoor	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	11.9%	447	14.7%	17	10.1%	24	13.4%	19	12.5%	20	10.8%	8	16.2%	11	11.9%	6	15.4%	14	13.4%	6	6.4%	5	8.8%	2	18.8%	8	12.9%	5
Weighted base:		3773		115		235		138		160		76		70		53		91		47		75		28		45		37
Sample:		3785		68		79		82		80		74		68		67		65		67		78		57		69		70

Q15 Where do you do most of your households shopping for TV, Hi-Fi, Radio, photographic and computer equipment ?
(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q15)

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	7.6%	266	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	10	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	6.5%	228	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	6.2%	217	0.0%	0	0.0%	0	0.0%	0	2.8%	4	4.6%	3	0.0%	0	0.0%	0	6.7%	6	13.1%	6	15.8%	12	28.0%	7	23.8%	10	0.0%	0
Wolverhampton	5.4%	189	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	5.0%	177	0.0%	0	0.0%	0	1.4%	2	5.6%	8	0.0%	0	0.0%	0	0.0%	0	8.3%	7	18.0%	8	17.1%	13	16.0%	4	12.7%	5	1.6%	1
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.8%	168	34.4%	35	1.3%	3	39.7%	49	25.0%	36	32.3%	22	12.3%	8	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Birmingham	3.6%	128	14.8%	15	10.5%	24	16.4%	20	5.6%	8	10.8%	7	15.4%	10	10.7%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1	6.6%	2
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	3.3%	116	1.6%	2	44.7%	101	0.0%	0	1.4%	2	0.0%	0	0.0%	0	19.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	2.8%	97	0.0%	0	1.3%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	2.7%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway	2.5%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	15.9%	6	26.2%	8

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
(Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph																												
Other	2.4%	85	4.9%	5	3.9%	9	2.7%	3	6.9%	10	0.0%	0	10.8%	7	3.6%	2	3.3%	3	6.6%	3	1.3%	1	4.0%	1	1.6%	1	3.3%	1
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	2.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	1.9%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	1.8%	64	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	1.8%	62	23.0%	24	2.6%	6	0.0%	0	0.0%	0	9.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	8
Selly Oak	1.5%	54	4.9%	5	0.0%	0	9.6%	12	18.1%	26	6.2%	4	6.2%	4	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	1.5%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	1.4%	50	0.0%	0	6.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	1.3%	45	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	1.3%	45	0.0%	0	0.0%	0	1.4%	2	1.4%	2	12.3%	8	0.0%	0	0.0%	0	0.0%	0	11.5%	5	25.0%	18	4.0%	1	6.3%	3	0.0%	0
Solihull	1.1%	37	0.0%	0	0.0%	0	4.1%	5	6.9%	10	0.0%	0	15.4%	10	0.0%	0	6.7%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	1.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Redditch	0.9%	31	0.0%	0	0.0%	0	2.7%	3	4.2%	6	0.0%	0	10.8%	7	0.0%	0	15.0%	13	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	0.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	9.8%	4	19.7%	15	12.0%	3	4.8%	2	0.0%	0
Dudley	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.0%	0	1.6%	1	0.0%	0
Bromsgrove	0.8%	29	0.0%	0	0.0%	0	1.4%	2	4.2%	6	0.0%	0	0.0%	0	0.0%	0	25.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	0.8%	28	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	6.6%	2
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.7%	25	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.0%	0	4.8%	2	1.6%	1
Bilston	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright,	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Comet, Halfords, Pets at Home, Matalan)																												
Wednesfield	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	0.5%	16	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Telford	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	3	2.6%	2	14.0%	3	1.6%	1	0.0%	0
Sears Retail Park, Solihull	0.4%	13	0.0%	0	1.3%	3	1.4%	2	1.4%	2	0.0%	0	9.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.3%	12	4.9%	5	0.0%	0	1.4%	2	0.0%	0	6.2%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.2%	8	0.0%	0	0.0%	0	1.4%	2	2.8%	4	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.2%	8	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadmoor	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	6.6%	2
Stirchley	0.1%	5	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.1%	4	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Wallsall Road, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Brierley Hill High Street	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Handsworth	0.1%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.0%	0	0.0%	0	0.0%	0
Great Bridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	1.6%	1	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warstones Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Station Drive, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
B&Q, Mucklow Hill, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Amrstrong Way, Willenhall (Jollye's pet	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
supplies, Staples, Blockbuster)																												
Staples, Tildasley Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	13.0%	458	11.5%	12	14.5%	33	11.0%	14	9.7%	14	6.2%	4	13.8%	9	10.7%	5	16.7%	14	18.0%	8	11.8%	9	8.0%	2	14.3%	6	8.2%	3
Weighted base:		3515		103		226		123		144		67		67		44		84		43		73		24		41		32
Sample:		3520		61		76		73		72		65		65		56		60		61		76		50		63		61

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	

Q16 Where do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass and cosmetics ?
(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q16)

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Birmingham	17.7%	583	58.7%	62	52.7%	116	55.7%	57	31.4%	44	36.4%	25	26.6%	18	35.1%	16	10.8%	10	15.9%	7	9.2%	6	7.5%	2	10.9%	4	38.6%	12
Wolverhampton	12.3%	404	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	11.9%	394	1.6%	2	1.4%	3	1.6%	2	10.0%	14	21.2%	14	0.0%	0	0.0%	0	15.4%	14	42.9%	19	44.6%	28	47.2%	12	38.2%	14	3.5%	1
Walsall	8.2%	270	0.0%	0	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	5.9%	194	3.2%	3	2.7%	6	1.6%	2	1.4%	2	12.1%	8	1.6%	1	1.8%	1	6.2%	6	12.7%	6	10.8%	7	17.0%	4	18.2%	6	1.8%	1
Sutton Coldfield	3.0%	99	0.0%	0	9.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	2.5%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	2.4%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.8%	60	0.0%	0	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.1%	2	0.0%	0	3.6%	1	24.6%	7
Lichfield	1.8%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	1.6%	52	0.0%	0	0.0%	0	1.6%	2	20.0%	28	0.0%	0	23.4%	15	0.0%	0	7.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	1.5%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	1.8%	1	0.0%	0
Other	1.4%	48	4.8%	5	4.1%	9	6.6%	7	2.9%	4	0.0%	0	4.7%	3	0.0%	0	0.0%	0	3.2%	1	0.0%	0	1.9%	0	0.0%	0	3.5%	1
Solihull	1.4%	47	1.6%	2	0.0%	0	6.6%	7	2.9%	4	0.0%	0	31.3%	21	1.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	1.2%	40	0.0%	0	0.0%	0	3.3%	3	2.9%	4	1.5%	1	1.6%	1	0.0%	0	33.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.9%	30	0.0%	0	0.0%	0	4.9%	5	15.7%	22	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	0.8%	27	0.0%	0	12.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.8%	25	15.9%	17	0.0%	0	0.0%	0	0.0%	0	10.6%	7	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	7.9%	3	18.5%	12	3.8%	1	0.0%	0	0.0%	0
Worcester	0.6%	18	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	9.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.4%	14	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	10.5%	3
Tamworth	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Blackheath	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	1.9%	0	10.9%	4	0.0%	0
Cradley Heath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	9.4%	2	3.6%	1	0.0%	0
Aldridge	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.2%	6	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.2%	6	0.0%	0	0.0%	0	1.6%	2	1.4%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	0.2%	5	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.2%	5	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth	0.1%	4	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Central London	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Stratford Upon Avon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Cape Hill Retail Park, Smethwick (Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	11.5%	379	9.5%	10	8.1%	18	14.8%	15	8.6%	12	6.1%	4	9.4%	6	10.5%	5	13.8%	13	6.4%	3	9.2%	6	9.4%	2	9.1%	3	7.0%	2
Weighted base:		3301		106		220		103		140		68		66		45		91		44		63		26		35		30
Sample:		3287		63		74		61		70		66		64		57		65		63		65		53		55		57

Q17 Do you take part in any of the following leisure or cultural activities ?

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Cinema	46.1%	2073	55.4%	77	49.0%	140	50.0%	81	56.8%	108	57.6%	50	58.5%	49	52.5%	33	56.5%	67	56.8%	32	41.7%	34	30.3%	11	52.4%	28	32.5%	14
Pubs / clubs	46.9%	2111	48.2%	67	49.0%	140	45.8%	74	44.2%	84	47.1%	41	53.7%	45	53.8%	34	50.6%	60	43.2%	24	42.9%	35	40.8%	15	43.9%	23	30.1%	13
Restaurants/Eating Out	73.3%	3299	72.3%	101	80.2%	229	76.0%	123	71.6%	136	80.0%	70	78.0%	66	72.5%	46	76.5%	91	77.8%	44	83.3%	68	64.5%	24	61.0%	32	51.8%	23
(None of these)	15.9%	714	16.9%	24	10.4%	30	10.4%	17	14.7%	28	9.4%	8	13.4%	11	8.8%	6	14.1%	17	13.6%	8	8.3%	7	18.4%	7	19.5%	10	25.3%	11
Weighted base:		4501		140		286		162		190		87		84		64		119		57		81		37		53		44
Sample:		4501		83		96		96		95		85		82		80		85		81		84		76		82		83

Q18 Where do you go most often to visit the cinema ?
Those who visit the cinema at Q17

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Showcase Cinema, Castlegate Way, Birmingham New Road, Dudley, DY1 4TA	16.4%	339	6.5%	5	2.1%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	4.8%	2	0.0%	0	32.6%	10	22.9%	8	56.5%	6	60.5%	17	22.2%	3
Cineworld, Bentley Bridge Leisure Park, Wednesdfield, WV11 1TZ	14.0%	290	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Empire, Great park, Rubery, Birmingham, B45 9NY	12.3%	255	0.0%	0	6.4%	9	52.1%	42	87.0%	94	20.4%	10	56.3%	28	0.0%	0	81.3%	55	8.7%	3	8.6%	3	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema, Bentley Mill Way, Walsall, WS2 0LE	11.6%	241	0.0%	0	8.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.1%	13	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Merry Hill Shopping Centre, Dudley, DY5 1SY	9.7%	201	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	13.0%	4	54.3%	18	39.1%	4	14.0%	4	3.7%	1
Cineworld, Broad Street, Birmingham, B15 1DA	4.7%	97	43.5%	34	12.8%	18	16.7%	14	0.0%	0	26.5%	13	6.3%	3	2.4%	1	0.0%	0	0.0%	0	2.9%	1	4.3%	0	0.0%	0	18.5%	3
AMC Theatres, Ladywood Road, Broadway Plaza, Birmingham, B16 8EU	4.2%	88	23.9%	19	12.8%	18	6.3%	5	1.9%	2	14.3%	7	2.1%	1	4.8%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.3%	1	29.6%	4
Other	3.6%	75	2.2%	2	8.5%	12	2.1%	2	1.9%	2	2.0%	1	6.3%	3	9.5%	3	2.1%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Vue, Star City, Watson Road, Birmingham, B7 5SA	3.3%	68	0.0%	0	14.9%	21	0.0%	0	0.0%	0	2.0%	1	0.0%	0	9.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1
Showcase Cinema, Kingsbury Road, Birmingham, B24 9QE	3.3%	68	0.0%	0	25.5%	36	0.0%	0	0.0%	0	2.0%	1	0.0%	0	21.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Bolbridge Street, Tamworth, B79 7PB	2.7%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel Cinema, Hagley Road West, Halesowen, B62 9AS	2.2%	45	10.9%	8	0.0%	0	0.0%	0	0.0%	0	18.4%	9	0.0%	0	0.0%	0	0.0%	0	19.6%	6	2.9%	1	0.0%	0	16.3%	5	0.0%	0
Light House Cinema, The Chubb Buildings, Fryer Street, Wolverhampton, WV1 1HT	1.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Street, Birmingham, B2 4ST	1.1%	24	4.3%	3	0.0%	0	8.3%	7	0.0%	0	0.0%	0	10.4%	5	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Warehouse, Green Street, Kidderminster	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel / Majestic Cinema, Whitburn Street, Bridgnorth, Shropshire, WV16 4QP	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Odeon, Foregate, Telford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Cineworld, Mill Lane Arcade, Touchwood, Solihull, B91 3GS	0.3%	7	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	10.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Cinema, Birmingham	0.2%	5	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
The Picture House, Walsall Road, Cannock, WS11 0HE	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imax Theatre, Curzon Street, Birmingham, B4 7XG	0.2%	4	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	5.8%	121	6.5%	5	6.4%	9	12.5%	10	7.4%	8	8.2%	4	8.3%	4	7.1%	2	8.3%	6	8.7%	3	8.6%	3	0.0%	0	7.0%	2	0.0%	0
Weighted base:		2073		77		140		81		108		50		49		33		67		32		34		11		28		14
Sample:		2016		46		47		48		54		49		48		42		48		46		35		23		43		27

Black Country Household Telephone Survey
For GVA Grimley

Q19 What town centre do you visit most often for pubs / clubs ?
Those who visit pubs / clubs at Q17

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Birmingham	16.5%	349	50.0%	34	42.6%	60	50.0%	37	50.0%	42	52.5%	22	36.4%	16	34.9%	12	4.7%	3	37.1%	9	2.8%	1	9.7%	1	16.7%	4	32.0%	4
Wolverhampton	8.6%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.6%	119	2.5%	2	8.5%	12	2.3%	2	14.3%	12	5.0%	2	15.9%	7	4.7%	2	2.3%	1	0.0%	0	5.6%	2	0.0%	0	5.6%	1	0.0%	0
Walsall	5.3%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	3.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	3.1%	65	0.0%	0	12.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	3.1%	65	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	2.7%	58	0.0%	0	0.0%	0	0.0%	0	14.3%	12	0.0%	0	0.0%	0	0.0%	0	72.1%	43	0.0%	0	2.8%	1	0.0%	0	2.8%	1	0.0%	0
Stourbridge	2.7%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	6.5%	1	0.0%	0	0.0%	0
Dudley	2.4%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	5.6%	1	0.0%	0
West Bromwich	2.0%	43	0.0%	0	4.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	4.0%	1
Kidderminster	1.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Halesowen	1.9%	40	2.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	28.6%	7	55.6%	19	12.9%	2	8.3%	2	0.0%	0
Great Barr	1.8%	39	0.0%	0	17.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Harborne	1.6%	35	30.0%	20	0.0%	0	6.8%	5	0.0%	0	17.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Wednesfield	1.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	1.1%	23	0.0%	0	0.0%	0	2.3%	2	0.0%	0	2.5%	1	9.1%	4	2.3%	1	7.0%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Kingswinford	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	2.8%	1	0.0%	0
Bilston	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0
Wednesbury	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.0%	6
Sedgley	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Merry Hill (Shopping Centre)	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Burntwood	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	9.7%	1	22.2%	5	0.0%	0
Aldridge	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Selly Oak	0.6%	12	0.0%	0	0.0%	0	15.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.5%	11	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	4.0%	1
Wombourne	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetly	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	19.4%	3	0.0%	0	0.0%	0
Redditch	0.4%	9	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.2%	0	0.0%	0	4.0%	1
Codsall	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhill Village	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Pelsall	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnt Green	0.3%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	2	2.5%	1	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsnorton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton	0.2%	5	0.0%	0	0.0%	0	2.3%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Moseley	0.2%	4	2.5%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Village	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.2%	4	0.0%	0	0.0%	0	2.3%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent	0.2%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0
Wollaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Town	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Upon Avon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	13.0%	274	7.5%	5	12.8%	18	13.6%	10	16.7%	14	12.5%	5	4.5%	2	2.3%	1	7.0%	4	8.6%	2	19.4%	7	25.8%	4	11.1%	3	0.0%	0
Weighted base:		2111		67		140		74		84		41		45		34		60		24		35		15		23		13
Sample:		2093		40		47		44		42		40		44		43		43		35		36		31		36		25

Q20 What town centre do you visit most often for restaurants/eating out?
Those who visit restaurants / eat out at Q17

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Birmingham	16.4%	542	56.7%	57	50.6%	116	46.6%	57	33.8%	46	42.6%	30	32.8%	22	22.4%	10	9.2%	8	28.6%	13	8.6%	6	10.2%	2	18.0%	6	41.9%	9
Wolverhampton	7.8%	258	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.2%	139	1.7%	2	7.8%	18	5.5%	7	10.3%	14	1.5%	1	14.1%	9	0.0%	0	3.1%	3	1.6%	1	2.9%	2	4.1%	1	6.0%	2	9.3%	2
Walsall	4.0%	131	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	3.8%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	3.4%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	3.2%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	2	1.4%	1	2.0%	0	12.0%	4	0.0%	0
Sutton Coldfield	2.8%	93	0.0%	0	9.1%	21	0.0%	0	1.5%	2	0.0%	0	0.0%	0	8.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Bromsgrove	2.4%	81	0.0%	0	0.0%	0	1.4%	2	10.3%	14	0.0%	0	1.6%	1	0.0%	0	56.9%	52	1.6%	1	5.7%	4	2.0%	0	2.0%	1	4.7%	1
Kidderminster	2.3%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.5%	1	3.2%	1	4.3%	3	2.0%	0	0.0%	0	0.0%	0
Stourbridge	2.1%	70	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	6.1%	1	0.0%	0	0.0%	0
Halesowen	1.6%	52	0.0%	0	1.3%	3	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	15.9%	7	38.6%	26	8.2%	2	8.0%	3	2.3%	1
Great Barr	1.3%	44	0.0%	0	10.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	1.1%	37	1.7%	2	0.0%	0	0.0%	0	4.4%	6	1.5%	1	3.1%	2	1.7%	1	3.1%	3	1.6%	1	0.0%	0	2.0%	0	4.0%	1	0.0%	0
Harborne	1.1%	36	18.3%	19	1.3%	3	4.1%	5	0.0%	0	8.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.7%	1
Bridgnorth	1.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	1.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.5%	1	1.6%	1	1.4%	1	2.0%	0	6.0%	2	0.0%	0
Kingswinford	1.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Brownhills	1.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	1.0%	32	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.0%	32	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Willenhall	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	8.0%	3	2.3%	1
Bearwood	0.7%	22	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Wednesfield	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.5%	16	0.0%	0	1.3%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Solihull	0.5%	16	1.7%	2	0.0%	0	2.7%	3	1.5%	2	0.0%	0	7.8%	5	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton	0.5%	16	0.0%	0	0.0%	0	1.4%	2	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Lye	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	2.0%	0	2.0%	1	0.0%	0
Stafford	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	6.1%	1	0.0%	0	0.0%	0
Wombourne	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery	0.3%	9	0.0%	0	0.0%	0	2.7%	3	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.2%	8	0.0%	0	1.3%	3	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.2%	8	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Blackheath	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.1%	1	6.0%	2	0.0%	0
Pelsall	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Tettenhill Village	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsnorton	0.2%	6	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley	0.2%	6	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.0%	0	2.0%	1	0.0%	0
Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.1%	4	0.0%	0	0.0%	0	2.7%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Penn	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Stratford Upon Avon	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley	0.1%	3	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Village	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Town	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Burton upon Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.0%	1	0.0%	0
Gornal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Under Lyme	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	22.9%	756	13.3%	13	11.7%	27	23.3%	29	26.5%	36	19.1%	13	20.3%	13	15.5%	7	16.9%	15	25.4%	11	20.0%	14	42.9%	10	20.0%	6	23.3%	5
Weighted base:		3299		101		229		123		136		70		66		46		91		44		68		24		32		23
Sample:		3269		60		77		73		68		68		64		58		65		63		70		49		50		43

Q21 Are there any leisure facilities that you think are lacking within a reasonable distance of your home?

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
No	69.3%	3121	67.5%	94	75.0%	214	67.7%	110	74.7%	142	65.9%	58	78.0%	66	55.0%	35	78.8%	94	77.8%	44	79.8%	65	81.6%	30	58.5%	31	65.1%	28
Yes, swimming pool	9.9%	444	20.5%	29	5.2%	15	21.9%	35	4.2%	8	8.2%	7	9.8%	8	26.3%	17	3.5%	4	4.9%	3	2.4%	2	3.9%	1	18.3%	10	14.5%	6
Yes, leisure/ fitness centre	6.9%	312	7.2%	10	1.0%	3	7.3%	12	2.1%	4	10.6%	9	6.1%	5	6.3%	4	1.2%	1	3.7%	2	2.4%	2	5.3%	2	15.9%	8	12.0%	5
Yes, cinema	6.1%	273	0.0%	0	4.2%	12	5.2%	8	0.0%	0	2.4%	2	0.0%	0	6.3%	4	7.1%	8	0.0%	0	4.8%	4	3.9%	1	3.7%	2	9.6%	4
Yes, bowling	4.2%	191	1.2%	2	4.2%	12	0.0%	0	1.1%	2	1.2%	1	0.0%	0	0.0%	0	3.5%	4	0.0%	0	6.0%	5	0.0%	0	1.2%	1	0.0%	0
Yes, Ice skating rink	2.6%	116	1.2%	2	3.1%	9	1.0%	2	4.2%	8	3.5%	3	1.2%	1	2.5%	2	2.4%	3	1.2%	1	3.6%	3	1.3%	0	7.3%	4	1.2%	1
Yes, restaurants/ cafes	2.2%	99	0.0%	0	4.2%	12	3.1%	5	3.2%	6	1.2%	1	0.0%	0	1.3%	1	2.4%	3	2.5%	1	1.2%	1	1.3%	0	3.7%	2	2.4%	1
Yes, Youth clubs / facilities	1.9%	87	1.2%	2	3.1%	9	0.0%	0	2.1%	4	2.4%	2	0.0%	0	2.5%	2	0.0%	0	1.2%	1	1.2%	1	1.3%	0	1.2%	1	1.2%	1
Yes, pubs/ clubs/ bars	1.5%	66	2.4%	3	1.0%	3	2.1%	3	5.3%	10	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Yes, shops	1.0%	47	1.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	4.7%	6	2.5%	1	0.0%	0	1.3%	0	0.0%	0	1.2%	1
Yes, Play areas	0.6%	29	0.0%	0	1.0%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.2%	1	0.0%	0
Yes, Theatre	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Yes, Parks	0.5%	22	0.0%	0	0.0%	0	0.0%	0	1.1%	2	3.5%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Yes, other	0.5%	20	1.2%	2	0.0%	0	2.1%	3	0.0%	0	1.2%	1	1.2%	1	0.0%	0	1.2%	1	1.2%	1	1.2%	1	0.0%	0	2.4%	1	0.0%	0
Yes, Facilities for the elderly	0.4%	17	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Yes, bingo	0.3%	14	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.2%	1
Yes, Tennis facilities	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Skate park	0.2%	9	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Live music events	0.2%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Yes, Roller skating	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Indoor bowls	0.2%	7	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Ski slope / snowdome	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Stadium	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Better gym facilities	0.1%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Library	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Yes, Football pitch	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Golf course	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Spa facilities	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Dance facilities	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Cycle paths	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Community centres	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Yes, Snooker hall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Entertainment facilities	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	123	0.0%	0	3.1%	9	1.0%	2	2.1%	4	4.7%	4	2.4%	2	7.5%	5	1.2%	1	6.2%	3	1.2%	1	0.0%	0	0.0%	0	3.6%	2
Weighted base:		4501		140		286		162		190		87		84		64		119		57		81		37		53		44
Sample:		4501		83		96		96		95		85		82		80		85		81		84		76		82		83

GEN Gender of respondent.

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Male	28.5%	1282	26.5%	37	30.2%	86	31.3%	51	29.5%	56	25.9%	23	36.6%	31	21.3%	14	21.2%	25	30.9%	17	28.6%	23	38.2%	14	19.5%	10	24.1%	11
Female	71.5%	3219	73.5%	103	69.8%	200	68.8%	111	70.5%	134	74.1%	65	63.4%	54	78.8%	50	78.8%	94	69.1%	39	71.4%	58	61.8%	23	80.5%	43	75.9%	33
Weighted base:		4501		140		286		162		190		87		84		64		119		57		81		37		53		44
Sample:		4501		83		96		96		95		85		82		80		85		81		84		76		82		83

AGE Could I ask how old you are ?

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
18 to 24	2.1%	94	2.4%	3	5.2%	15	1.0%	2	1.1%	2	3.5%	3	1.2%	1	0.0%	0	0.0%	0	2.5%	1	1.2%	1	0.0%	0	1.2%	1	0.0%	0
25 to 34	7.3%	328	8.4%	12	12.5%	36	10.4%	17	4.2%	8	11.8%	10	3.7%	3	3.8%	2	10.6%	13	6.2%	3	1.2%	1	3.9%	1	6.1%	3	7.2%	3
35 to 44	17.2%	775	12.0%	17	26.0%	74	18.8%	30	20.0%	38	27.1%	24	19.5%	16	23.8%	15	18.8%	22	19.8%	11	15.5%	13	13.2%	5	23.2%	12	13.3%	6
45 to 54	24.8%	1118	19.3%	27	34.4%	98	25.0%	41	33.7%	64	22.4%	20	24.4%	21	27.5%	17	30.6%	36	28.4%	16	21.4%	17	9.2%	3	19.5%	10	16.9%	7
55 to 64	14.9%	670	16.9%	24	4.2%	12	9.4%	15	16.8%	32	8.2%	7	18.3%	15	10.0%	6	11.8%	14	14.8%	8	15.5%	13	23.7%	9	13.4%	7	12.0%	5
65 +	33.1%	1488	41.0%	57	17.7%	51	35.4%	57	24.2%	46	27.1%	24	31.7%	27	35.0%	22	27.1%	32	28.4%	16	45.2%	37	50.0%	18	32.9%	17	48.2%	21
(Refused)	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2	2.4%	1
Weighted base:		4501		140		286		162		190		87		84		64		119		57		81		37		53		44
Sample:		4501		83		96		96		95		85		82		80		85		81		84		76		82		83

SEG Socio-economic grouping:

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
A	2.1%	92	3.6%	5	1.0%	3	6.3%	10	1.1%	2	2.4%	2	0.0%	0	3.8%	2	1.2%	1	0.0%	0	3.6%	3	2.6%	1	0.0%	0	0.0%	0
B	14.3%	643	26.5%	37	12.5%	36	17.7%	29	13.7%	26	12.9%	11	17.1%	14	12.5%	8	20.0%	24	13.6%	8	15.5%	13	11.8%	4	6.1%	3	6.0%	3
C1	23.2%	1042	21.7%	30	30.2%	86	21.9%	35	23.2%	44	36.5%	32	23.2%	20	18.8%	12	28.2%	34	45.7%	26	23.8%	19	22.4%	8	26.8%	14	22.9%	10
C2	20.5%	924	7.2%	10	16.7%	48	14.6%	24	26.3%	50	24.7%	22	24.4%	21	22.5%	14	14.1%	17	13.6%	8	25.0%	20	14.5%	5	19.5%	10	10.8%	5
D	12.5%	561	7.2%	10	15.6%	45	11.5%	19	10.5%	20	9.4%	8	9.8%	8	6.3%	4	9.4%	11	13.6%	8	9.5%	8	7.9%	3	12.2%	6	19.3%	8
E	21.5%	967	28.9%	40	14.6%	42	22.9%	37	21.1%	40	10.6%	9	23.2%	20	25.0%	16	22.4%	27	9.9%	6	19.0%	15	32.9%	12	28.0%	15	26.5%	12
(Refused)	6.0%	271	4.8%	7	9.4%	27	5.2%	8	4.2%	8	3.5%	3	2.4%	2	11.3%	7	4.7%	6	3.7%	2	3.6%	3	7.9%	3	7.3%	4	14.5%	6
Weighted base:		4501		140		286		162		190		87		84		64		119		57		81		37		53		44
Sample:		4501		83		96		96		95		85		82		80		85		81		84		76		82		83

EMP Which of the following best describes the chief wage earner of your household's current employment situation ?

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Working full time	46.8%	2107	44.6%	62	57.3%	164	52.1%	84	51.6%	98	57.6%	50	41.5%	35	51.3%	33	54.1%	64	49.4%	28	42.9%	35	32.9%	12	37.8%	20	31.3%	14
Working part time	7.2%	323	1.2%	2	12.5%	36	4.2%	7	1.1%	2	8.2%	7	11.0%	9	5.0%	3	7.1%	8	11.1%	6	4.8%	4	1.3%	0	12.2%	6	6.0%	3
Unemployed	4.8%	216	3.6%	5	5.2%	15	1.0%	2	10.5%	20	2.4%	2	4.9%	4	2.5%	2	4.7%	6	4.9%	3	2.4%	2	2.6%	1	7.3%	4	7.2%	3
Retired	39.1%	1762	49.4%	69	25.0%	71	41.7%	68	33.7%	64	30.6%	27	40.2%	34	38.8%	25	34.1%	41	34.6%	20	47.6%	39	59.2%	22	41.5%	22	51.8%	23
A housewife	0.7%	33	1.2%	2	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	2.4%	1
A student	0.2%	10	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Incapacity benefits	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
(Refused)	0.9%	41	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.2%	1	2.4%	2	2.5%	2	0.0%	0	0.0%	0	2.4%	2	1.3%	0	1.2%	1	1.2%	1
Weighted base:		4501		140		286		162		190		87		84		64		119		57		81		37		53		44
Sample:		4501		83		96		96		95		85		82		80		85		81		84		76		82		83

Black Country Household Telephone Survey
For GVA Grimley

CAR How many cars does your household own or have the use of ?

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
None	18.7%	842	26.5%	37	14.6%	42	24.0%	39	20.0%	38	17.6%	15	18.3%	15	10.0%	6	14.1%	17	14.8%	8	11.9%	10	30.3%	11	20.7%	11	47.0%	21
One	44.1%	1986	45.8%	64	43.8%	125	52.1%	84	36.8%	70	34.1%	30	42.7%	36	47.5%	30	40.0%	48	46.9%	27	46.4%	38	48.7%	18	54.9%	29	38.6%	17
Two	28.0%	1259	24.1%	34	34.4%	98	21.9%	35	31.6%	60	40.0%	35	26.8%	23	27.5%	17	35.3%	42	30.9%	17	36.9%	30	15.8%	6	17.1%	9	8.4%	4
Three or more	8.2%	367	2.4%	3	6.3%	18	2.1%	3	11.6%	22	8.2%	7	11.0%	9	12.5%	8	10.6%	13	6.2%	3	4.8%	4	3.9%	1	6.1%	3	4.8%	2
(Refused)	1.0%	46	1.2%	2	1.0%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.5%	2	0.0%	0	1.2%	1	0.0%	0	1.3%	0	1.2%	1	1.2%	1
Weighted base:		4501		140		286		162		190		87		84		64		119		57		81		37		53		44
Sample:		4501		83		96		96		95		85		82		80		85		81		84		76		82		83

INC Approximately what is your total household income ?

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
£0 - £14,999	18.6%	839	28.9%	40	14.6%	42	11.5%	19	12.6%	24	12.9%	11	25.6%	22	16.3%	10	14.1%	17	16.0%	9	19.0%	15	21.1%	8	17.1%	9	39.8%	17
£15,000 - £19,999	5.5%	249	3.6%	5	7.3%	21	4.2%	7	3.2%	6	2.4%	2	6.1%	5	6.3%	4	3.5%	4	6.2%	3	8.3%	7	5.3%	2	2.4%	1	10.8%	5
£20,000 - £29,999	7.2%	323	6.0%	8	8.3%	24	4.2%	7	11.6%	22	4.7%	4	7.3%	6	3.8%	2	7.1%	8	7.4%	4	16.7%	14	5.3%	2	8.5%	5	7.2%	3
£30,000 - £39,999	6.3%	283	8.4%	12	6.3%	18	12.5%	20	3.2%	6	8.2%	7	3.7%	3	15.0%	10	4.7%	6	7.4%	4	3.6%	3	2.6%	1	1.2%	1	1.2%	1
£40,000 - £49,999	5.4%	244	7.2%	10	7.3%	21	6.3%	10	7.4%	14	9.4%	8	6.1%	5	5.0%	3	10.6%	13	4.9%	3	2.4%	2	6.6%	2	3.7%	2	3.6%	2
£50,000 - £59,999	3.4%	154	3.6%	5	5.2%	15	6.3%	10	3.2%	6	9.4%	8	2.4%	2	5.0%	3	3.5%	4	1.2%	1	3.6%	3	3.9%	1	3.7%	2	2.4%	1
£60,000 - £69,999	1.4%	64	0.0%	0	1.0%	3	1.0%	2	1.1%	2	2.4%	2	2.4%	2	3.8%	2	4.7%	6	2.5%	1	2.4%	2	1.3%	0	1.2%	1	0.0%	0
£70,000 - £79,999	1.4%	64	0.0%	0	3.1%	9	4.2%	7	0.0%	0	1.2%	1	3.7%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
£80,000 - £89,999	0.8%	34	0.0%	0	0.0%	0	4.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	2.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
£90,000 - £99,999	0.4%	17	0.0%	0	1.0%	3	2.1%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100,000 - £149,999	1.1%	47	2.4%	3	2.1%	6	1.0%	2	1.1%	2	2.4%	2	0.0%	0	3.8%	2	1.2%	1	0.0%	0	1.2%	1	1.3%	0	0.0%	0	0.0%	0
£150,000+	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / refused)	48.3%	2174	39.8%	56	43.8%	125	42.7%	69	55.8%	106	47.1%	41	42.7%	36	41.3%	26	44.7%	53	49.4%	28	42.9%	35	52.6%	19	59.8%	32	34.9%	15
Weighted base:		4501		140		286		162		190		87		84		64		119		57		81		37		53		44
Sample:		4501		83		96		96		95		85		82		80		85		81		84		76		82		83

ETH The following question will be used in a statistical format only, and will help us to assess diverse needs and the level of access to services. What is your ethnic background ?

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
White (British / Irish / Other)	93.3%	4198	83.1%	116	83.3%	238	93.8%	152	96.8%	184	91.8%	80	95.1%	80	96.3%	61	97.6%	116	93.8%	53	96.4%	78	93.4%	34	95.1%	50	66.3%	29
Black / Black British (Caribbean / African / other black)	1.6%	74	3.6%	5	3.1%	9	2.1%	3	2.1%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	18.1%	8
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	2.6%	119	7.2%	10	10.4%	30	0.0%	0	1.1%	2	2.4%	2	0.0%	0	1.3%	1	0.0%	0	2.5%	1	1.2%	1	1.3%	0	2.4%	1	9.6%	4
Mixed (any mixed category)	0.5%	24	2.4%	3	2.1%	6	1.0%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	3.6%	2
Chinese	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.8%	82	3.6%	5	1.0%	3	3.1%	5	0.0%	0	1.2%	1	4.9%	4	2.5%	2	2.4%	3	2.5%	1	2.4%	2	3.9%	1	1.2%	1	1.2%	1
Weighted base:		4501		140		286		162		190		87		84		64		119		57		81		37		53		44
Sample:		4501		83		96		96		95		85		82		80		85		81		84		76		82		83

Black Country Household Telephone Survey
For GVA Grimley

PC_OTH Postcode

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
B16 0	0.3%	13	9.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 8	0.2%	8	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 9	0.3%	13	9.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 0	0.7%	32	22.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 8	0.3%	13	9.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 9	0.9%	42	30.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 4	0.3%	12	8.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 5	0.0%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 7	0.1%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 1	0.4%	18	0.0%	0	6.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 2	0.5%	21	0.0%	0	7.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 3	0.4%	18	0.0%	0	6.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 0	0.3%	12	0.0%	0	4.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 8	0.1%	6	0.0%	0	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 9	0.5%	21	0.0%	0	7.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 4	0.6%	27	0.0%	0	0.0%	0	16.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 5	0.4%	19	0.0%	0	0.0%	0	11.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 6	0.5%	24	0.0%	0	0.0%	0	14.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 7	0.6%	25	0.0%	0	0.0%	0	15.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 1	0.9%	41	0.0%	0	0.0%	0	25.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 2	0.5%	24	0.0%	0	0.0%	0	14.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 3	0.1%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 1	0.6%	28	0.0%	0	0.0%	0	0.0%	0	14.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 2	0.4%	16	0.0%	0	0.0%	0	0.0%	0	8.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 3	0.7%	30	0.0%	0	0.0%	0	0.0%	0	15.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 4	0.4%	20	0.0%	0	0.0%	0	0.0%	0	10.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 5	0.7%	30	0.0%	0	0.0%	0	0.0%	0	15.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 1	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 2	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 3	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 4	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 0	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 8	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 9	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 1	0.9%	39	0.0%	0	13.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 2	0.9%	42	0.0%	0	14.6%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 5	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 6	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 7	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 0	0.6%	27	0.0%	0	9.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 8	1.1%	48	0.0%	0	16.7%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 9	0.8%	36	0.0%	0	12.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	5.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 8	0.6%	26	0.0%	0	0.0%	0	0.0%	0	13.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 9	0.7%	30	0.0%	0	0.0%	0	0.0%	0	15.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
B47 5	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B47 6	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B48 7	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 1	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 2	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 3	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 4	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 0	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 7	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 8	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 9	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 8	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 9	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 1	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	10	0.0%	0	0.0%	0	0.0%	0
B63 2	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	20	0.0%	0	0.0%	0	0.0%	0
B63 3	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	25	0.0%	0	0.0%	0	0.0%	0
B63 4	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	26	0.0%	0	0.0%	0	0.0%	0
B64 5	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	9	0.0%	0	0.0%	0
B64 6	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	10	0.0%	0	0.0%	0
B64 7	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.4%	17	0.0%	0	0.0%	0
B65 0	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	14	0.0%	0
B65 8	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	14	0.0%	0
B65 9	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.8%	26	0.0%	0
B66 1	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	8
B66 2	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	5
B66 3	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.1%	13
B66 4	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.0%	18
B67 5	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 6	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 7	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 0	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 8	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 9	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 1	0.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 2	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 3	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 4	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 0	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 6	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 7	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 8	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 9	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 1	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 3	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 4	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
B73 5	0.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B73 6	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 2	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 3	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 4	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 2	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 3	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 4	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 2	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 3	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 4	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 5	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 6	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 7	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 0	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 7	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 8	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 9	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 1	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 3	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 4	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 0	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 7	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 8	0.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 9	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 1	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 2	0.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 3	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 0	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 7	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 8	0.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 9	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY7 5	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY7 6	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 1	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 2	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 3	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 4	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 5	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 0	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 7	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 8	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 9	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 5	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 9	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
TF11 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF11 9	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 2	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 3	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 0	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 7	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 8	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 9	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 0	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 1	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 5	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 6	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 7	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 8	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 9	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 0	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 1	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 2	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 3	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 4	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 0	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 7	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 9	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 1	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 2	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 3	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 4	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 5	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 1	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 2	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 3	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 4	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 6	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 7	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
WS7 4	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 6	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 7	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 0	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 8	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 9	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 2	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 3	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 4	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 0	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 6	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 7	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 8	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 9	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 1	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 3	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 4	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 5	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 1	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 2	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 3	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 0	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 6	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 7	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 8	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 9	0.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV15 5	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 1	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 2	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 3	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 4	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 0	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 7	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 9	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 4	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 5	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 6	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 0	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 7	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 8	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 9	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 0	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 7	0.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
WV6 8	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 9	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV7 3	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV8 1	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV8 2	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV9 5	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		4501		140		286		162		190		87		84		64		119		57		81		37		53		44
Sample:		4501		83		96		96		95		85		82		80		85		81		84		76		82		83

Black Country Household Telephone Survey
For GVA Grimley

QUOTA Zone

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
01	3.1%	140	100.0%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
02	6.4%	286	0.0%	0	100.0%	286	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
03	3.6%	162	0.0%	0	0.0%	0	100.0%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
04	4.2%	190	0.0%	0	0.0%	0	0.0%	0	100.0%	190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
05	1.9%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
06	1.9%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
07	1.4%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
08	2.6%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09	1.3%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	81	0.0%	0	0.0%	0	0.0%	0
11	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	37	0.0%	0	0.0%	0
12	1.2%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	53	0.0%	0
13	1.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	44
14	3.0%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
15	1.4%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
16	1.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
17	1.4%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
18	2.8%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
19	1.6%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
20	3.5%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
21	1.7%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
22	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
23	2.1%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24	2.1%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25	1.5%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
26	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
27	2.6%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
28	1.5%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
29	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
30	1.2%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
31	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
32	2.2%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
33	3.9%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
34	2.1%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
35	2.5%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
36	0.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
37	1.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
38	1.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
39	1.5%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
40	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41	1.3%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
42	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
43	2.8%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
44	1.7%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
45	1.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
46	1.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
47	2.3%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
48	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
49	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
50	1.5%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51	1.6%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
52	0.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
53	2.4%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
54	1.6%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		4501		140		286		162		190		87		84		64		119		57		81		37		53		44
Sample:		4501		83		96		96		95		85		82		80		85		81		84		76		82		83

Black Country Household Telephone Survey
For GVA Grimley

Q01 In which shop or shopping centre do you do most of your household's main food shopping ?
(Not including don't do or internet / delivered at Q01)

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Asda, Old Horns Crescent, GREAT BARR, B43 7HA	3.9%	172	0.0%	0	0.0%	0	0.0%	0	6.1%	4	10.0%	12	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, WOLVERHAMPTON, WV1 4DE	3.1%	138	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Wal-Mart Supercentre, Brickhouse Lane South, GREAT BRIDGE, DY4 7HW	2.6%	113	2.4%	3	6.2%	4	43.9%	28	34.1%	22	0.0%	0	3.8%	3	0.0%	0	3.7%	3	3.8%	3	32.1%	29	0.0%	0	1.3%	1	0.0%	0
Asda, Avon Road, CANNOCK, WS11 1LH	2.4%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, BILSTON, WV14 0DZ	2.4%	104	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.8%	3	0.0%	0	1.2%	1	2.5%	2	6.0%	5	0.0%	0	0.0%	0	0.0%	0
Other	2.3%	100	0.0%	0	1.2%	1	1.2%	1	0.0%	0	6.3%	7	3.8%	3	2.4%	4	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.3%	1	0.0%	0
Asda, Pearson Street, Brierley Hill, DY5 3BJ	2.2%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	9.9%	7	2.5%	2	0.0%	0	37.0%	35	21.3%	14	3.8%	1
Asda, The Merry Hill Centre, Brierley Hill, DY5 1QL	2.1%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	10	0.0%	0	23.5%	18	2.5%	2	0.0%	0	22.2%	21	7.5%	5	11.5%	2
J Sainsbury, Chapel Lane, Selly Oak, B29 6SJ	2.0%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Birmingham Road, DUDLEY, DY1 4RP	2.0%	86	1.2%	2	17.3%	11	1.2%	1	2.4%	2	0.0%	0	21.3%	15	0.0%	0	23.5%	18	12.5%	10	11.9%	11	1.2%	1	0.0%	0	0.0%	0
Asda, Market Street, BROMSGROVE, B61 8DA	1.9%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bristol Road South, RUBERY, B45 9NY	1.9%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Halesowen Street, Blackheath, B65 0HG	1.8%	81	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Freeth Street, Oldbury, B69 3DB	1.8%	81	15.7%	21	46.9%	29	9.8%	6	7.3%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston, WS10 8AA	1.7%	73	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, TIPTON, DY4 0BP	1.6%	72	0.0%	0	1.2%	1	1.2%	1	2.4%	2	0.0%	0	6.3%	4	0.0%	0	0.0%	0	11.3%	9	35.7%	32	0.0%	0	1.3%	1	1.3%	0
Tesco Extra, Princess Alice Drive, New Oscott, B73 6RB	1.6%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Brownhills, WS8 6DZ	1.6%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich, WS3 3JR	1.6%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Tesco, Ridgacre Road, Quinton, B32 1EG	1.5%	64	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Carpet Trades Way, KIDDERMINSTER, DY11 6XP	1.5%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	34.1%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	2
J Sainsbury, Reedswood Way, WALSALL, WS2 9LX	1.5%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Park Lane, OLDBURY, B69 4PU	1.4%	63	18.1%	24	7.4%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Rookery Street, WEDNESFIELD, WV11 1UP	1.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Windmill Lane, Cape Hill, B66 3EN	1.4%	61	19.3%	26	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, ALDRIDGE, WS9 8PT	1.4%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Bar, B42 1AB	1.3%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Coleridge Drive, WOLVERHAMPTON, WV6 7QE	1.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury, WS10 7BD	1.3%	58	1.2%	2	1.2%	1	7.3%	5	14.6%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Frankley Beeches Road, Northfield, B31 5AA	1.3%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Orbital Centre, CANNOCK, WS11 3XP	1.3%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, WALSALL, WS1 1SY	1.3%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, St Georges Parade, WOLVERHAMPTON, WV2 1AY	1.3%	56	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Morrisons, Charterfield Shopping Centre, KINGSWINFORD, DY6 7SH	1.2%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	0.0%	0	11.3%	9	0.0%	0	2.5%	2	31.3%	20	7.7%	1
Morrisons, High Street, Burntwood	1.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, The Merry Hill Centre, Brierley Hill, DY5 1QY	1.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	7.4%	6	5.0%	4	1.2%	1	3.7%	4	5.0%	3	7.7%	1
Morrisons, Wallows Lane, Walsall	1.1%	48	0.0%	0	0.0%	0	1.2%	1	7.3%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
J Sainsbury, Sandringham Way, DUDLEY, DY5 3JR	1.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	14	6.3%	4	7.7%	1
Tesco Extra, Foxoak Street, Cradley Heath, B64 5DF	1.0%	46	1.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	8.6%	7	1.3%	1	0.0%	0	3.7%	4	0.0%	0	2.6%	0
Morrisons, Mill Street, CANNOCK, WS11 3DR	1.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Castle Road, KIDDERMINSTER, DY11 6TH	1.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	11.5%	2
Tesco, Heath Hayes District Centre, CANNOCK, WS12 1PC	1.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Pendeford Park Shopping Centre, PENDEFORD, WV9 5PG	0.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Oxford Street, KIDDERMINSTER, DY10 1AR	0.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Asda, Queensway Mount, Halesowen	0.8%	36	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, WALSALL, WS1 1RS	0.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Oak Road, BROMSGROVE, B60 3DX	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, LICHFIELD, WS13 7BG	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Queens Square, WEST BROMWICH, B70 7NH	0.6%	27	0.0%	0	3.7%	2	20.7%	13	9.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Harborne, B17 9PP	0.6%	27	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, WOLVERHAMPTON, WV2 4NJ	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Gallery, WOLVERHAMPTON, WV1 3NJ	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Maypole	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ladywood Middleway, BIRMINGHAM, B16 8HA	0.5%	22	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Hazelwell Street, Stirchley	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Edgbaston,	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Ladywood Middleway																												
Tesco, Coldfield Drive, Redditch	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Owen road, Willenhall (Neptune Industrial Estate)	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, STOURBRIDGE, DY8 1HJ	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.4%	1
Sainsburys, Mere Green Road, Sutton Coldfield	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Old Square, WALSALL, WS1 1PY	0.4%	17	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Holborn Road, SEDGLEY, DY3 1SS	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	16.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Abbey Retail Park, Redditch	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Church Street, LICHFIELD, WS13 6DZ	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, LICHFIELD, WS13 6RX	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tollgate Precinct, Smethwick, B67 7RA	0.3%	13	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cape Hill, SMETHWICK, B66 4PH	0.3%	13	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, WOLVERHAMPTON, WV2 3HP	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Boley Park Centre, Lichfield	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Warstones Road, Penn, WV4 4LP	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, BRIERLEY HILL, DY5 1HR	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	1.3%	1	0.0%	0	1.2%	1	1.3%	1	0.0%	0
Somerfield, Fisher Street, DUDLEY, DY1 1QE	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	3.7%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, FOUR OAKS, B74 4AB	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak, B29 6AE	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Pershore Road,	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Cotteridge, B30 3AS																												
Somerfield, New Road, WILLENHALL, WV13 2BG	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Castle Square, Weoley Castle	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Road, Codsall, WV8 1DB	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Franche Road, KIDDERMINSTER, DY11 5BE	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Co-op (Wales etc), New Road, Rubery, B45 9JA	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Kempthorn Avenue, Bushbury Lane, WOLVERHAMPTON, WV10 9UN	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwell Road, NETHERTON, DY2 9PE	0.2%	8	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sainsburys, Forge Retail Park, Telford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Stratford Road, Shirley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, B74 3NA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Bearwood Road, Bearwood, B66 4BE	0.2%	7	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Kingswinford, DY6 8AA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6	2.6%	0
Somerfield, Mill Street, BRIDGNORTH, WV15 5AL	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Newport Road, Stafford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Wrekin Retail Park, Telford	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wolverhampton Road, PENKRIDGE, ST19 5NS	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Wednesfield, WV11 1SZ	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, BROMSGROVE, B61 0DF	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Netto, High Street, DUDLEY, DY1 1QS	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	2.5%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Smethwick, B66 4BT	0.1%	6	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, The Farley Centre, WEST BROMWICH, B70 7QZ	0.1%	5	2.4%	3	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Northfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Border, Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Wolverhampton Road, WOLVERHAMPTON, WV10 0QR	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, WEDNESBURY, WS10 8SW	0.1%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill, DY5 3AH	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Somerfield, Walsall Road, Great Barr, B42 1TN	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, WOLVERHAMPTON, WV1 3EY	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Metchley Lane, BIRMINGHAM, B17 0HT	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Kings Heath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, CRADLEY HEATH, B64 5HA	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, WALSALL,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield, B31 2JU	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bristol Road South, Rubery	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, KIDDERMINSTER, DY10 1JF	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Aldi, Church Street, LICHFIELD, WS13 6EB	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.1%	4	1.2%	2	2.5%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Frankley Beeches Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Princess	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Alice Drive, SUTTON COLDFIELD, B73 6RB																												
Lidl, Oldbury Road, Blackheath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lichfield Road, WOLVERHAMPTON, WV11 1TN	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, KIDDERMINSTER, DY10 1BN	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, HALESOWEN, B63 3AT	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	1.3%	0
Blackheath	0.1%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HARBORNE, B17 9QG	0.1%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Bradford Street, SHIFNAL, TF11 8AT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Pottery Road, Oldbury, B68 9HB	0.1%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, BROWNHILLS, WS8 6EQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, The Kingstanding Centre, Kingstanding, B44 9HH	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Kingstanding Circle, B44 9TA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, B21 9LR	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding, B44 0HL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Great Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Walsall Road, Great Barr, B42 1EZ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Market	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Street, PENKRIDGE, ST19 5DH																												
Asda, Ventura Road, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Whitburn Street, Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Marks & Spencer, The Merry Hill Centre, BRIERLEY HILL, DY5 1SY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road, WOLVERHAMPTON, WV10 0AE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sandwell Centre, WEST BROMWICH, B70 7NG	0.1%	2	1.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.1%	2	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, BILSTON, WV14 0BJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Park Street, WALSALL, WS1 1NH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wednesfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Quinton Road West, Quinton, B32 2RE	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Iceland, Market Place, CANNOCK, WS11 1BS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristol Road, Bournbrook, B29 6BD	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Turves Green, Northfield, B31 4BL	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Dudley Street, Sedgley, DY3 1SB	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, WOLVERHAMPTON, WV1 2HD	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, New Road, KIDDERMINSTER, DY10 1HG	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
KIDDERMINSTER, DY11 6UU																												
Tesco Express, Rowley Village, Warley, B65 9AS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Lidl, New Road, Willenhall, WALSALL, WV13 2BU	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettel Lane, Stourbridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Dibdale Road West, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, WALSALL, WS1 2EU	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Blackheath	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Crown Centre, STOURBRIDGE, DY8 1YD	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, B17 9NS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Burntwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road, BURNTWOOD, WS7 8JS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Chell Road, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Wulfrun Centre, WOLVERHAMPTON, WV1 3HG	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Essington Road, WILLENHALL, WV12 5DT	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Smethwick	0.0%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Shopping Centre, BIRMINGHAM, B42 1TQ	0.0%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Hagley Road West, HALESOWEN, B62 9AS	0.0%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union street, WEDNESBURY, WS10 7HB	0.0%	2	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Tettenhall, WV6 8QS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, WALSALL, WS1 3QB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Tesco Express, Lichfield Road, WILLENHALL, WV12 5UL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rye Market, STOURBRIDGE, DY8 1HJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Halesowen Road, Quinton, B62 9BB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Highland Road, DUDLEY, DY1 3BS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, DY8 4AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, ALDRIDGE, WS9 8QS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, LICHFIELD, WS13 6JX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Lichfield Road, Four Oaks, B74 2UW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Spires Shopping Centre, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wellington Road, BILSTON, WV14 6RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Daisy Street, COSELEY, WV14 8QQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Louise Street, Gornal Wood, DY3 2UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Hasbury, B63 4JS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, HALESOWEN, B63 3UD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
WOLVERHAMPTON, WV10 9QY																												
Tesco Express, Penn Road, WOLVERHAMPTON, WV4 4DF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Cannock Road, WOLVERHAMPTON, WV10 8PN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, Market Square, CRADLEY HEATH, B64 5HH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Albion Parade, KINGSWINFORD, DY6 0NP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Spar, Worcester Road, WEST HAGLEY, DY9 0NJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Corn Bow Centre, HALESOWEN, B63 4AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Lane, WILLENHALL, WV12 5NE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Six Towns Road, Reedswood Retail Park, WS2 8XP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Surrey Close, CANNOCK, WS11 8UF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wardles Lane, GREAT WYRLEY, WS6 6DY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, Market Centre, BLOXWICH, WS3 2JH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Co-op Foodstore, Clayhanger Lane, BROWNHILLS, WS8 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Primley Service Station, WALSALL, WS2 8RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Street, Wombourne, WV5 9DN																												
Local Stores, Kinver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Co-op Foodstore, High Street, KINVER, DY7 6HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
(Don't know / varies)	5.6%	248	2.4%	3	4.9%	3	6.1%	4	1.2%	1	7.5%	9	7.5%	5	1.2%	2	3.7%	3	6.3%	5	3.6%	3	6.2%	6	10.0%	7	6.4%	1
Weighted base:		4406		133		61		63		65		120		71		157		76		79		90		95		65		18
Sample:		4404		83		81		82		82		80		80		85		81		80		84		81		80		78

Q02 How does your household normally travel to its main food shopping destination (STORE MENTIONED AT Q01)?
Those who used a shop or shopping centre (not including internet / delivered) at Q01

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Car / Van (as driver)	60.2%	2502	63.0%	82	37.7%	22	39.0%	23	56.8%	36	75.7%	84	54.1%	35	66.7%	104	55.1%	40	61.3%	45	50.6%	44	72.4%	65	56.9%	33	80.8%	13
Car / van (as passenger)	18.7%	778	9.9%	13	24.7%	14	28.6%	17	21.0%	13	14.9%	16	25.7%	17	22.6%	35	26.9%	20	29.3%	22	29.6%	26	11.8%	11	22.2%	13	13.7%	2
Motorcycle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	9.4%	391	14.8%	19	16.9%	10	19.5%	12	17.3%	11	2.7%	3	12.2%	8	6.0%	9	12.8%	9	8.0%	6	4.9%	4	6.6%	6	5.6%	3	1.4%	0
Train	0.2%	7	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and Ride	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0
Taxi	1.0%	42	1.2%	2	1.3%	1	1.3%	1	1.2%	1	1.4%	1	1.4%	1	1.2%	2	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Walk	8.7%	363	11.1%	14	15.6%	9	10.4%	6	1.2%	1	5.4%	6	4.1%	3	3.6%	6	3.8%	3	1.3%	1	11.1%	10	7.9%	7	12.5%	7	2.7%	0
Bicycle	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Other	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility Scooter	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ring and Ride Charity Bus	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	43	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0
(Don't travel / goods delivered)	0.2%	8	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		4158		130		58		59		64		111		65		155		73		74		87		90		59		16
Sample:		4148		81		77		77		81		74		74		84		78		75		81		76		72		73

Q03 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities, for example non-food shopping, leisure / entertainment activities, restaurants, bars, banks, etc?

Those who used a shop or shopping centre (not including internet / delivered) at Q01

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Yes - Meeting Friends	1.1%	46	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1	2.7%	2	1.2%	2	1.3%	1	2.7%	2	1.2%	1	0.0%	0	1.4%	1	8.2%	1
Yes - Meeting Family	1.1%	45	1.2%	2	1.3%	1	1.3%	1	1.2%	1	1.4%	1	1.4%	1	1.2%	2	1.3%	1	1.3%	1	1.2%	1	0.0%	0	1.4%	1	1.4%	0
Yes - Other non-food shops	17.5%	728	13.6%	18	20.8%	12	13.0%	8	18.5%	12	8.1%	9	10.8%	7	29.8%	46	24.4%	18	9.3%	7	14.8%	13	15.8%	14	12.5%	7	32.9%	5
Yes - Bars / Pubs	0.6%	26	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.3%	1	0.0%	0	1.2%	1	1.3%	1	1.4%	1	0.0%	0
Yes - Restaurants	1.7%	72	3.7%	5	0.0%	0	1.3%	1	2.5%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	2.6%	2	2.8%	2	2.7%	0
Yes - Cafes	2.9%	121	2.5%	3	2.6%	2	5.2%	3	3.7%	2	1.4%	1	4.1%	3	2.4%	4	5.1%	4	2.7%	2	2.5%	2	2.6%	2	4.2%	2	9.6%	2
Yes - Cinemas	0.2%	8	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	0
Yes - Ten Pin Bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Gym / Health and Fitness	0.8%	31	1.2%	2	1.3%	1	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Yes - Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Swimming	0.3%	13	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0
Yes - Markets	1.4%	58	1.2%	2	0.0%	0	5.2%	3	0.0%	0	1.4%	1	1.4%	1	0.0%	0	7.7%	6	0.0%	0	1.2%	1	0.0%	0	2.8%	2	0.0%	0
Yes - Theatre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Museums / Art Gallery	0.0%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Library	0.8%	34	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.1%	4	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	0
Yes - Financial Service (Banks, Building Society)	6.7%	278	6.2%	8	5.2%	3	1.3%	1	0.0%	0	5.4%	6	14.9%	10	8.3%	13	3.8%	3	1.3%	1	4.9%	4	0.0%	0	5.6%	3	8.2%	1
Yes - Personal Service (Hairdressers, Beauty Salon)	0.6%	24	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	1.3%	1	0.0%	0	2.7%	0
Yes - Other Service (Travel Agent, Estate Agent)	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	1.3%	1	0.0%	0	2.7%	0
Yes - Other	0.4%	16	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
No	67.9%	2824	69.1%	90	70.1%	41	72.7%	43	70.4%	45	74.3%	82	66.2%	43	60.7%	94	57.7%	42	74.7%	55	74.1%	64	78.9%	71	69.4%	41	46.6%	8
Yes - Get Petrol	1.0%	40	0.0%	0	0.0%	0	1.3%	1	1.2%	1	1.4%	1	1.4%	1	0.0%	0	3.8%	3	0.0%	0	2.5%	2	0.0%	0	1.4%	1	0.0%	0
Yes - Car Wash	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Church	0.1%	5	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Other food shops	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Yes - Work	0.4%	18	2.5%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Yes - Recycling	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - School Run	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Yes - Walking	0.2%	8	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Music Lessons	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Butchers	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Health Service (Chemist, Doctors, Dentist)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Dancing	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.5%	20	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	0
Weighted base:		4158		130		58		59		64		111		65		155		73		74		87		90		59		16
Sample:		4148		81		77		77		81		74		74		84		78		75		81		76		72		73

Black Country Household Telephone Survey
For GVA Grimley

Q04 Where do you do most of your household's small scale 'top-up' food shopping ? (i.e. to buy bread, milk, etc, on a day-to-day basis)
(Not including don't do or internet / delivered at Q04)

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Other	11.2%	408	18.9%	22	10.0%	5	6.8%	3	8.2%	4	22.4%	25	10.3%	6	16.7%	20	13.4%	8	2.9%	2	8.8%	6	8.3%	7	4.5%	2	6.0%	1
Birmingham	1.8%	64	2.7%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	1.5%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, GREAT BARR, B43 7HA	1.4%	49	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	1.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.0%	38	2.7%	3	3.3%	2	27.1%	12	34.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bristol Road South, RUBERY, B45 9NY	1.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	1.0%	35	0.0%	0	10.0%	5	0.0%	0	0.0%	0	0.0%	0	14.7%	9	0.0%	0	16.4%	10	1.4%	1	2.9%	2	2.8%	2	1.5%	1	0.0%	0
Local Stores, Great Barr	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, New Oscott, B73 6RB	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, ALDRIDGE, WS9 8PT	0.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, BROMSGROVE, B61 8DA	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ridgacre Road, Quinton, B32 1EG	0.8%	30	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich, WS3 3JR	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Halesowen Street, Blackheath, B65 0HG	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Windmill Lane, Cape Hill, B66 3EN	0.8%	29	8.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Brownhills, WS8 6DZ	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath, B64 5DF	0.8%	28	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5	1.4%	1	0.0%	0	4.2%	4	0.0%	0	0.0%	0
J Sainsbury, Freeth Street, Oldbury, B69 3DB	0.7%	27	2.7%	3	33.3%	15	5.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, CANNOCK, WS11 1LH	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Holborn Road, SEDGLEY, DY3 1SS	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	27.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston, WS10 8AA	0.7%	25	0.0%	0	0.0%	0	1.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill, DY5 3BJ	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	23.6%	20	4.5%	2	1.5%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
J Sainsbury, Frankley Beeches Road, Northfield, B31 5AA	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Wal-Mart Supercentre, Brickhouse Lane South, GREAT BRIDGE, DY4 7HW	0.7%	25	0.0%	0	5.0%	2	11.9%	5	11.5%	6	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	10.3%	8	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Chapel Lane, Selly Oak, B29 6SJ	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Harborne, B17 9PP	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, BILSTON, WV14 0DZ	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Bar, B42 1AB	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Birmingham Road, DUDLEY, DY1 4RP	0.6%	23	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	10.4%	7	1.4%	1	11.8%	9	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Sandringham Way, DUDLEY, DY5 3JR	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	14	0.0%	0	0.0%	0
Willenhall	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Old Square, WALSALL, WS1 1PY	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Pendeford Park Shopping Centre, PENDEFORD, WV9 5PG	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, TIPTON, DY4 0BP	0.6%	21	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	13	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, WALSALL, WS1 1SY	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Harborne	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.5%	20	8.1%	10	0.0%	0	1.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Rookery Street, WEDNESFIELD, WV11 1UP	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.5%	19	9.5%	11	13.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, WOLVERHAMPTON, WV1 4DE	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Heath Hayes District Centre, CANNOCK, WS12 1PC	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Coleridge	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Drive, WOLVERHAMPTON, WV6 7QE																												
J Sainsbury, Orbital Centre, CANNOCK, WS11 3XP	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Queens Square, WEST BROMWICH, B70 7NH	0.5%	19	1.4%	2	1.7%	1	18.6%	8	13.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Road, Codsall, WV8 1DB	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Hazelwell Street, Stirchley	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Tesco, Castle Road, KIDDERMINSTER, DY11 6TH	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury, WS10 7BD	0.5%	17	0.0%	0	0.0%	0	3.4%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Somerfield, Warstones Road, Penn, WV4 4LP	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, St Georges Parade, WOLVERHAMPTON, WV2 1AY	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Oak Road, BROMSGROVE, B60 3DX	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, KINGSWINFORD, DY6 7SH	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	19.4%	11	3.0%	0
J Sainsbury, Reedswood Way, WALSALL, WS2 9LX	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, LICHFIELD, WS13 7BG	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Lane, Handsworth Wood, B20 2EP	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Kingstanding	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, The Merry Hill Centre, Brierley Hill, DY5 1QY	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.5%	1	0.0%	0	1.5%	1	4.2%	4	3.0%	2	1.5%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Tesco Express, Hagley Road, Hasbury, B63 4JS	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	1.5%	1	4.5%	1
Somerfield, Turves Green, Northfield, B31 4BL	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Walsall Road, Great Barr, B42 1EZ	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Carpet Trades Way, KIDDERMINSTER, DY11 6XP	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Asda, George Street, WALSALL, WS1 1RS	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda, The Merry Hill Centre, Brierley Hill, DY5 1QL	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	7.5%	5	0.0%	0	0.0%	0	4.2%	4	1.5%	1	0.0%	0
Tesco Express, Stourbridge Road, HALESOWEN, B63 3UD	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Oxford Street, KIDDERMINSTER, DY10 1AR	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bristol Road South, Rubery	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, LICHFIELD, WS13 6RX	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Tettenhall, WV6 8QS	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Tipton	0.3%	13	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	12	0.0%	0	0.0%	0	0.0%	0
Tesco, Ladywood Middleway, BIRMINGHAM, B16 8HA	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), New Road, Rubery, B45 9JA	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.3%	12	0.0%	0	0.0%	0	3.4%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Kingswinford, DY6 8AA	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	11	0.0%	0
Selly Oak	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Park Lane, OLDBURY, B69 4PU	0.3%	11	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, BROMSGROVE, B61 0DF	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, B74 3NA	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Franche Road,	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
KIDDERMINSTER, DY11 5BE																												
Local Stores, Handsworth Wood	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Dibdale Road West, Dudley	0.3%	10	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	11.8%	7	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Smethwick	0.3%	10	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, CANNOCK, WS11 3DR	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Bradford Street, SHIFNAL, TF11 8AT	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Walsall Road, Great Barr, B42 1TN	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield, B31 2JU	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, New Road, WILLENHALL, WV13 2BG	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mount, Halesowen	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Essington Road, WILLENHALL, WV12 5DT	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Gallery, WOLVERHAMPTON, WV1 3NJ	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Castle Square, Weoley Castle	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	6.9%	6	1.5%	1	1.5%	0
Waitrose, Ryemarket, STOURBRIDGE, DY8 1HJ	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Owen road, Willenhall (Neptune Industrial Estate)	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wardles Lane, GREAT WYRLEY, WS6 6DY	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, WOLVERHAMPTON, WV2 4NJ	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Kempthorn Avenue, Bushbury Lane, WOLVERHAMPTON, WV10 9UN	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Spar, Kingswinford	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	9.0%	5	0.0%	0
Lidl, Blackhalve Lane, Wednesfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, WOLVERHAMPTON, WV2 3HP	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Bartley Green	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Dudley Street, Sedgley, DY3 1SB	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Wednesfield, WV11 1SZ	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, B17 9NS	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Fisher Street, DUDLEY, DY1 1QE	0.2%	8	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	3.0%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Sutton Road, WALSALL, WS5 3BD	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Princess Alice Drive, SUTTON COLDFIELD, B73 6RB	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Church Street, LICHFIELD, WS13 6DZ	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak, B29 6AE	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Kings Heath	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wolverhampton Road, PENKRIDGE, ST19 5NS	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, WOLVERHAMPTON, WV4 4DF	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Quarry Bank	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	7	0.0%	0	0.0%	0
Co-op Supermarket, Manor Lane, HALESOWEN, B62 8PY	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Bearwood Road, Bearwood, B66 4BE	0.2%	7	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mill Street, BRIDGNORTH, WV15 5AL	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Linden Road, Bournville	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Co-Op, Boley Park Centre, Lichfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Brownhills Crossroad, Norton Canes	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Turnberry Road, Bloxwich, WS3 3UA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Liskeard Road, WALSALL, WS5 3EY	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, CRADLEY HEATH, B64 5HA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Local Stores, Perton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	7	0.0%	0
Netto, Pottery Road, Oldbury, B68 9HB	0.2%	6	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.0%	0
Tesco, Tollgate Precinct, Smethwick, B67 7RA	0.2%	6	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, High Street, Harborne	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Kinver	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.3%	6
Co-op Foodstore, Clayhanger Lane, BROWNHILLS, WS8 7DT	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Manor Court, Streetly, B74 2BH	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Kingstanding Road, Kingstanding, B44 9RJ	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Northfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, BRIERLEY HILL, DY5 1HR	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0
Co-op Foodstore, Cannock Road, CANNOCK, WS11 2BU	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, HALESOWEN, B63 3AT	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Highland Road, DUDLEY, DY1 3BS	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Tesco Express, Stourport Road, KIDDERMINSTER, DY11 7BQ	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union street, WEDNESBURY, WS10 7HB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, The Precinct, TIPTON, DY4 8QL	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, BILSTON, WV14 0BJ	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, High Street, DUDLEY, DY1 1QS	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bilbrook Road, Codsall, WV8 1EU	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Maypole	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Alvechurch Road, West Heath, B31 3JW	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Burntwood	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Market Street, PENKRIDGE, ST19 5DH	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Wombourne	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Marks & Spencer, Park Street, WALSALL, WS1 1NH	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Kent Street, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove, B61 8AG	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cape Hill, SMETHWICK, B66 4PH	0.1%	5	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, B21 9LR	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halesowen Road, NETHERTON, DY2 9PY	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, WOLVERHAMPTON, WV1 3EY	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street,	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
STOURBRIDGE, DY8 1EE																												
Local Stores, Quinton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lichfield Road, WILLENHALL, WV12 5UL	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cannock Road, Burntwood	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cannock Road, Bushbury, WV10 8PN	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, KIDDERMINSTER, DY11 6UU	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, PELSALL, WS3 4LX	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Corn Bow Centre, HALESOWEN, B63 4AJ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Harborne	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Quinton Road West, Quinton, B32 2RE	0.1%	4	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, Wombourne, WV5 9DN	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Co-op Foodstore, Pendeford Avenue, Claregate, WV6 9EH	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Albion Parade, KINGSWINFORD, DY6 0NP	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4	1.5%	0
Aldi, High Street, BROWNHILLS, WS8 6EQ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Old Swinford, DY8 2JD	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Morley Road, BURNTWOOD, WS7 9AZ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Spires Shopping Centre, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Drakes Cross Parade,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Hollywood																												
Lidl, Brettel Lane, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Tesco, Frankley Beeches Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merry Hill Centre, BRIERLEY HILL, DY5 1SY	0.1%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	4.5%	1
Local Stores, Gornal	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhill Village	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, The Farley Centre, WEST BROMWICH, B70 7QZ	0.1%	4	1.4%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Warley, B65 9AS	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Birmingham Road, Marlbrook, B60 1DL	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hewell Road, Barnt Green, B45 8NE	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Lichfield Road, Four Oaks, B74 2UW	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Pershore Road, Cotteridge, B30 3AS	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Netherton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Blakenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bewdley Hill, KIDDERMINSTER, DY11 6BS	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, New Road, KIDDERMINSTER, DY10 1HG	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Russels Hall Road, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Stubby Lane, WEDNESFIELD, WV11 3NL	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Castle Street, COSELEY, WV14 9DP	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, WALSALL,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
WOLVERHAMPTON, WV10 0AE																												
Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Worcester Road, WEST HAGLEY, DY9 0NJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Daisy Street, COSELEY, WV14 8QQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Old Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fallings Park	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, FOUR OAKS, B74 4AB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, The Kingstanding Centre, Kingstanding, B44 9HH	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Hawthorn Road, Kingstanding, B44 8QT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding, B44 0HL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, ALDRIDGE, WS9 8QS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone, WS14 0JR	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Windmill Bank, WOMBOURNE, WV5 9JD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Primley Service Station, WALSALL, WS2 8RN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgenorth Road, WOLLASTON, DY8 3NX	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Spar, Stafford Street, BREWOOD, ST19 9DX	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Abbey Road, DUDLEY, DY3 2PQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,84 Lichfield Road, Rushall, Walsall WS4 1NN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
HARBORNE, B17 9QG																												
Compton Village	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wellington Road, BILSTON, WV14 6RN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road, BURNTWOOD, WS7 8JS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, CANNOCK, WS11 1BS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Birches Bridge Shopping Centre, CODSALL, WV8 1PE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Swan Corner Shopping Centre, Burntwood, WS7 0DW	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moss Grove, KINGSWINFORD, DY6 9HP	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Local Stores, Penkridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, High Street, Brownhills, WS8 6EW	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Court Oak Road, Harborne, B32 2DX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, DY8 4AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Fisher Street, DUDLEY, DY2 7AD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,35 Hobs Rd, Wednesbury, West Midlands WS10 9BD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, WOLVERHAMPTON, WV1 2HD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwell Road, NETHERTON, DY2 9PE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, HALESOWEN, B62 8AA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Halesowen Road, Quinton, B62 9BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Spar, Bridgenorth Road, STOURBRIDGE, DY7 6RY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley, DY10 3SA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Tesco Express, Walsall Road, Great Wyrley, WS6 6LA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Coldfield Drive, Redditch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,153-155 Cannock Road, Burntwood (Lichfield District) WS7 0BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Anglesey Street, HEDNESFORD, WS12 1AS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sharon Way, HEDNESFORD, WS12 5NF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, KINVER, DY7 6HF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	2
Iceland, The Wulfrun Centre, WOLVERHAMPTON, WV1 3HG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oldbury Road, Blackheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Blackheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Louise Street, Gornal Wood, DY3 2UB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,40 Spring Lane, High Heath, Walsall, West Midlands WS4 1AT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, KIDDERMINSTER, DY10 4DZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristol Road, Bournbrook, B29 6BD	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Cannock Road,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
WOLVERHAMPTON, WV10 8PN																												
One Stop, Norton East Road, CANNOCK, WS11 3RT	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Iceland, Bearwood Road, Smethwick, B66 4BT	0.0%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Wolverhampton Road, WOLVERHAMPTON, WV10 0QR	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Stafford Road, Oxley, WV10 6AN	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,Wolverhampton Rd West, Bentley, Willenhall WV13 2RN	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Boldmere Road, Wylde Green, B73 5UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Lane, WILLENHALL, WV12 5NE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Hagley Road West, HALESOWEN, B62 9AS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, WALSALL, WS1 3QB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Bloxwich Road, Bloxwich, WS3 2BQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, The Crown Centre, STOURBRIDGE, DY8 1YD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Stone Cross, B71 3HS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, WEDNESBURY, WS10 8SW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill, DY5 3AH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Co-op Foodstore, Broadway, WALSALL, WS1 3HH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, LICHFIELD, WS13 6EB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe Lane, Netherstowe, WS13 6BA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Broadwalk Retail Park, WALSALL, WS1 4SB																												
Farmfoods Freezer Ce, Capehill, Smethwick, B66 4RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Stratford Road, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Bristol Road South, Northfield, B31 2NG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.0%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, WALSALL, WS6 7AD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, Burntwood Shopping Cent, BURNTWOOD, WS7 1JR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, LICHFIELD, WS13 6JX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 4-6 High Street, Chasetown (Burntwood), STAFFS, WS7 3XF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Metchley Lane, BIRMINGHAM, B17 0HT	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rye Market, STOURBRIDGE, DY8 1HJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Lye, DY9 8JZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Walsall Road, Stone Cross, WS10 8EZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sandwell Centre, WEST BROMWICH, B70 7NG	0.0%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Somerfield service Station, TIPTON, DY4 7RB	0.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Sainsbury's Local, Chester Road, Streetly, B74 2HN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, School Road, Wombourne, WV5 9ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Border, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.6%	422	12.2%	14	11.7%	5	8.5%	4	8.2%	4	9.2%	10	13.2%	8	7.6%	9	6.0%	4	14.3%	10	5.9%	4	5.6%	5	9.0%	5	10.4%	2
Weighted base:		3647		119		45		45		48		114		60		122		62		69		73		85		55		15
Sample:		3595		74		60		59		61		76		68		66		67		70		68		72		67		67

Q05 In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?
(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q05)

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Birmingham	16.2%	669	39.0%	48	9.5%	5	8.2%	5	12.2%	7	27.2%	33	1.4%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	14.7%	606	11.7%	14	31.1%	17	6.9%	4	4.1%	2	1.2%	1	15.5%	10	26.3%	37	66.2%	48	42.5%	33	19.0%	16	67.9%	62	34.3%	20	48.0%	8
Wolverhampton	13.1%	540	0.0%	0	6.8%	4	4.1%	2	1.4%	1	0.0%	0	12.7%	8	1.3%	2	1.3%	1	28.8%	23	5.1%	4	0.0%	0	4.3%	2	1.3%	0
Walsall	9.7%	401	0.0%	0	0.0%	0	9.6%	5	18.9%	11	3.7%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	6.6%	272	13.0%	16	1.4%	1	5.5%	3	10.8%	6	0.0%	0	46.5%	29	1.3%	2	7.8%	6	3.8%	3	19.0%	16	21.8%	20	44.3%	25	9.3%	2
Sutton Coldfield	3.2%	132	0.0%	0	0.0%	0	0.0%	0	1.4%	1	49.4%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	2.4%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	2.3%	93	14.3%	18	10.8%	6	35.6%	20	17.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	10	0.0%	0	0.0%	0	0.0%	0
Cannock	2.2%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	2.0%	84	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	52.6%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	24.0%	4
Other	1.8%	75	2.6%	3	0.0%	0	1.4%	1	1.4%	1	1.2%	1	1.4%	1	3.9%	6	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Telford	1.8%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Dudley	1.4%	59	1.3%	2	12.2%	7	0.0%	0	1.4%	1	0.0%	0	15.5%	10	0.0%	0	15.6%	11	6.3%	5	6.3%	5	0.0%	0	4.3%	2	0.0%	0
Lichfield	1.4%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	1.2%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	1.2%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Solihull	0.9%	36	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Northfield	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.6%	24	3.9%	5	12.2%	7	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.5%	19	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Bromsgrove	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
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	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Perkins.Evans, Sports World, Boots, Peacocks, Au N																												
Wednesbury	0.3%	14	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	0.3%	14	1.3%	2	2.7%	2	0.0%	0	5.4%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.3%	11	0.0%	0	1.4%	1	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.7%	0
Harborne	0.2%	10	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.2%	8	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.2%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	7	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Great Bridge	0.2%	7	0.0%	0	0.0%	0	1.4%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.2%	7	1.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	6	0.0%	0	0.0%	0	2.7%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.3%	0
Aldridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windmills, High Street, Smethwick (JJB Sports, Peacocks, Priceless, Home Bargains, Matalan, Carphone Warehouse)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.1%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Spring Vale Way, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Derby	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Park Lane,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Kidderminster																												
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Upon Avon	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Retail Park, Smethwick (Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	6.7%	275	3.9%	5	9.5%	5	12.3%	7	13.5%	8	0.0%	0	0.0%	0	6.6%	9	2.6%	2	5.0%	4	15.2%	13	3.8%	4	8.6%	5	8.0%	1
Weighted base:		4132		123		56		56		58		121		63		141		72		79		85		92		57		17
Sample:		4140		77		74		73		74		81		71		76		77		80		79		78		70		75

Q06 How does your household normally travel to its main clothing and footwear shopping destination (LOCATION MENTIONED AT Q05)?

Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Car / Van (as driver)	54.0%	2084	43.2%	51	37.3%	19	31.3%	15	53.1%	27	67.9%	82	59.2%	37	69.0%	91	58.7%	41	53.9%	40	58.2%	42	68.0%	60	60.9%	32	81.2%	13
Car / van (as passenger)	11.5%	442	6.8%	8	17.9%	9	20.3%	10	9.4%	5	8.6%	10	16.9%	11	15.5%	20	17.3%	12	15.8%	12	11.9%	9	8.0%	7	15.6%	8	8.7%	1
Motorcycle	0.1%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	24.4%	940	41.9%	50	29.9%	15	31.3%	15	28.1%	14	13.6%	16	21.1%	13	7.0%	9	20.0%	14	27.6%	21	22.4%	16	8.0%	7	21.9%	11	8.7%	1
Train	3.4%	131	5.4%	6	7.5%	4	3.1%	2	6.3%	3	6.2%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.5%	3	0.0%	0	0.0%	0	1.5%	0
Taxi	0.5%	20	0.0%	0	1.5%	1	1.6%	1	0.0%	0	1.2%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.5%	174	2.7%	3	6.0%	3	9.4%	5	0.0%	0	2.5%	3	2.8%	2	5.6%	7	4.0%	3	0.0%	0	3.0%	2	14.7%	13	0.0%	0	0.0%	0
Bicycle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility Scooter	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ring and Ride Charity Bus	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Metro	0.1%	5	0.0%	0	0.0%	0	1.6%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
(Don't travel / goods delivered)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		3857		119		50		49		51		121		63		131		70		75		72		88		52		15
Sample:		3858		74		67		64		64		81		71		71		75		76		67		75		64		69

Q07 What do you like about the (LOCATION MENTIONED AT Q05) ?

Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Good range of chain / well known stores	30.7%	1185	31.1%	37	38.8%	20	20.3%	10	42.2%	21	37.0%	45	39.4%	25	19.7%	26	18.7%	13	31.6%	24	28.4%	20	10.7%	9	29.7%	15	33.3%	5
Close to home	29.9%	1152	29.7%	35	25.4%	13	29.7%	15	17.2%	9	35.8%	43	31.0%	19	38.0%	50	34.7%	24	27.6%	21	25.4%	18	34.7%	31	28.1%	15	20.3%	3
Good range of independent stores	12.9%	497	18.9%	22	13.4%	7	9.4%	5	15.6%	8	4.9%	6	9.9%	6	8.5%	11	10.7%	7	5.3%	4	13.4%	10	6.7%	6	12.5%	7	10.1%	2
Nothing / very little	12.3%	473	5.4%	6	11.9%	6	21.9%	11	15.6%	8	9.9%	12	9.9%	6	9.9%	13	6.7%	5	9.2%	7	6.0%	4	12.0%	11	15.6%	8	5.8%	1
Indoor shopping malls / arcades	12.1%	467	16.2%	19	17.9%	9	3.1%	2	6.3%	3	8.6%	10	26.8%	17	2.8%	4	29.3%	21	28.9%	22	13.4%	10	14.7%	13	20.3%	11	20.3%	3
Good and / or free car parking	9.9%	380	14.9%	18	6.0%	3	7.8%	4	20.3%	10	13.6%	16	14.1%	9	4.2%	6	9.3%	7	3.9%	3	9.0%	6	12.0%	11	9.4%	5	14.5%	2
Attractive environment	6.8%	261	14.9%	18	3.0%	2	4.7%	2	3.1%	2	7.4%	9	4.2%	3	9.9%	13	5.3%	4	5.3%	4	9.0%	6	1.3%	1	4.7%	2	11.6%	2
Department Store	4.1%	157	1.4%	2	11.9%	6	4.7%	2	1.6%	1	11.1%	13	1.4%	1	7.0%	9	9.3%	7	0.0%	0	1.5%	1	4.0%	4	1.6%	1	2.9%	0
Shops are all under one roof / undercover	3.5%	134	9.5%	11	4.5%	2	4.7%	2	1.6%	1	3.7%	4	1.4%	1	11.3%	15	12.0%	8	3.9%	3	6.0%	4	16.0%	14	12.5%	7	2.9%	0
Good bus service / accessible public transport	3.0%	115	5.4%	6	1.5%	1	12.5%	6	3.1%	2	3.7%	4	0.0%	0	0.0%	0	4.0%	3	6.6%	5	1.5%	1	2.7%	2	1.6%	1	0.0%	0
Shops are close together / compact	2.8%	109	1.4%	2	1.5%	1	1.6%	1	4.7%	2	4.9%	6	2.8%	2	4.2%	6	1.3%	1	3.9%	3	1.5%	1	6.7%	6	3.1%	2	4.3%	1
Cleanliness	2.1%	82	2.7%	3	1.5%	1	1.6%	1	1.6%	1	1.2%	1	1.4%	1	4.2%	6	1.3%	1	3.9%	3	3.0%	2	1.3%	1	3.1%	2	4.3%	1
Restaurant / cafes	1.8%	69	2.7%	3	1.5%	1	0.0%	0	0.0%	0	2.5%	3	2.8%	2	1.4%	2	4.0%	3	3.9%	3	3.0%	2	1.3%	1	1.6%	1	4.3%	1
Good prices	1.7%	66	6.8%	8	1.5%	1	0.0%	0	3.1%	2	0.0%	0	1.4%	1	4.2%	6	4.0%	3	1.3%	1	7.5%	5	0.0%	0	0.0%	0	4.3%	1
Close to work / en route to work	1.7%	66	2.7%	3	1.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	6.7%	6	0.0%	0	1.5%	0
Easily accessible by foot / cycle	1.6%	62	0.0%	0	1.5%	1	0.0%	0	1.6%	1	3.7%	4	2.8%	2	5.6%	7	2.7%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
It's familiar / habit	1.4%	54	1.4%	2	3.0%	2	0.0%	0	1.6%	1	1.2%	1	1.4%	1	1.4%	2	1.3%	1	1.3%	1	1.5%	1	0.0%	0	3.1%	2	1.5%	0
Markets	1.4%	52	4.1%	5	1.5%	1	3.1%	2	3.1%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	1.5%	1	1.3%	1	0.0%	0	1.5%	0
Safe and secure	1.3%	51	1.4%	2	3.0%	2	0.0%	0	0.0%	0	1.2%	1	5.6%	4	1.4%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	10.9%	6	1.5%	0
It's friendly	0.8%	30	2.7%	3	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.4%	1	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	0
Other	0.7%	25	2.7%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services (bank, library, hairdresser etc.)	0.6%	25	0.0%	0	3.0%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.5%	1	0.0%	0	0.0%	0	1.5%	0
Warm	0.5%	18	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.3%	1	0.0%	0	1.5%	1	2.7%	2	1.6%	1	0.0%	0
Everything is there that is needed	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Varies	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by car	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.4%	14	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Leisure facilities	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.3%	13	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	1.6%	1	0.0%	0
Convenience	0.3%	11	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good atmosphere	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Specific store - Marks & Spencer	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bars / pubs / clubs	0.2%	9	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
It's outdoors	0.2%	7	1.4%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Good variety of goods available	0.2%	7	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	1.6%	1	0.0%	0
All on one level / flat pavements	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free/ pedestrianised	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	0.2%	6	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices	0.1%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Part of a overall day out	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's not too big	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Easy to get around	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good toilet / changing facilities	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Modern	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plenty of seating	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Park and Ride	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's close to friends / family	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Delivery service	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cycle parking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It offers clothing in larger sizes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	37	1.4%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	1.4%	1	2.8%	4	0.0%	0	1.3%	1	1.5%	1	0.0%	0	1.6%	1	0.0%	0
Weighted base:		3857		119		50		49		51		121		63		131		70		75		72		88		52		15
Sample:		3858		74		67		64		64		81		71		71		75		76		67		75		64		69

Q08 What do you dislike about (LOCATION MENTIONED AT Q05) ?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Nothing / very little	54.6%	2106	50.0%	59	55.2%	28	64.1%	32	62.5%	32	53.1%	64	52.1%	33	42.3%	55	46.7%	33	57.9%	43	50.7%	37	40.0%	35	45.3%	24	52.2%	8
Difficult to park	6.8%	261	9.5%	11	3.0%	2	0.0%	0	1.6%	1	3.7%	4	8.5%	5	9.9%	13	12.0%	8	9.2%	7	7.5%	5	13.3%	12	14.1%	7	14.5%	2
Too busy / crowded	6.7%	259	9.5%	11	11.9%	6	3.1%	2	4.7%	2	3.7%	4	15.5%	10	4.2%	6	18.7%	13	9.2%	7	14.9%	11	18.7%	17	15.6%	8	13.0%	2
Lack of non-food stores	6.3%	243	5.4%	6	1.5%	1	7.8%	4	9.4%	5	14.8%	18	5.6%	4	9.9%	13	4.0%	3	3.9%	3	6.0%	4	4.0%	4	1.6%	1	4.3%	1
Traffic congestion	4.5%	175	5.4%	6	6.0%	3	1.6%	1	1.6%	1	2.5%	3	4.2%	3	4.2%	6	5.3%	4	3.9%	3	1.5%	1	21.3%	19	7.8%	4	4.3%	1
Vacant shops	3.7%	142	1.4%	2	6.0%	3	4.7%	2	7.8%	4	7.4%	9	0.0%	0	15.5%	20	4.0%	3	2.6%	2	6.0%	4	0.0%	0	1.6%	1	1.5%	0
Difficult to park near shops	1.8%	68	2.7%	3	1.5%	1	1.6%	1	0.0%	0	1.2%	1	1.4%	1	1.4%	2	2.7%	2	2.6%	2	4.5%	3	0.0%	0	3.1%	2	1.5%	0
Unnatractive environment	1.7%	67	4.1%	5	1.5%	1	1.6%	1	0.0%	0	2.5%	3	0.0%	0	4.2%	6	1.3%	1	1.3%	1	1.5%	1	0.0%	0	1.6%	1	1.5%	0
Other	1.7%	65	2.7%	3	1.5%	1	4.7%	2	0.0%	0	3.7%	4	2.8%	2	1.4%	2	1.3%	1	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Cost of parking	1.5%	59	1.4%	2	3.0%	2	0.0%	0	1.6%	1	2.5%	3	1.4%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Poor department store offer	1.4%	55	0.0%	0	1.5%	1	1.6%	1	0.0%	0	2.5%	3	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Lack of foodstores	1.4%	52	0.0%	0	0.0%	0	7.8%	4	6.3%	3	7.4%	9	1.4%	1	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Too expensive	1.3%	50	1.4%	2	0.0%	0	0.0%	0	1.6%	1	1.2%	1	1.4%	1	0.0%	0	4.0%	3	2.6%	2	0.0%	0	1.3%	1	1.6%	1	1.5%	0
Too long / inconvenient journey	1.3%	49	1.4%	2	1.5%	1	0.0%	0	1.6%	1	1.2%	1	1.4%	1	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Youths loitering / anti social behaviour	1.1%	44	0.0%	0	3.0%	2	1.6%	1	0.0%	0	1.2%	1	1.4%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.1%	2	0.0%	0
Dirty	1.1%	42	1.4%	2	0.0%	0	1.6%	1	1.6%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.9%	35	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Too big	0.7%	27	1.4%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	5.3%	4	1.3%	1	3.0%	2	0.0%	0	3.1%	2	1.5%	0
Shops are too far apart	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.5%	0
Poor bus services	0.7%	26	0.0%	0	1.5%	1	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of eating and drinking places	0.6%	25	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Poor security for shoppers / cars	0.6%	25	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lack of independant stores	0.6%	22	1.4%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Market is poor / gone	0.5%	18	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Rude people	0.4%	16	1.4%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access for disabled	0.3%	13	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is too hot / stuffy	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	3.0%	2	1.3%	1	4.7%	2	1.5%	0
Too many charity / pound shops	0.3%	13	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
It is outdoors / cold	0.3%	12	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	3	1.4%	2	1.3%	1	1.3%	1	0.0%	0	1.3%	1	1.6%	1	0.0%	0
Stall / Market traders harrass shoppers	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	2.6%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Roadworks	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of clothing / shoe stores	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility by foot / cycle	0.3%	11	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Not enough toilets	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment feels enclosed / claustrophobic	0.3%	10	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Lack of stores for the elderly	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Poor seating	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Too many mobile phone shops	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops aren't undercover	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Poor bus station	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout	0.2%	7	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Dislike the changes to the location	0.2%	7	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality stores	0.2%	6	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor / uneven flooring	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bullring Shopping Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of specialised stores	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough disabled parking	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stores are very / too similar	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor lighting	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor opening hours	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.8%	71	6.8%	8	0.0%	0	0.0%	0	3.1%	2	1.2%	1	0.0%	0	2.8%	4	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Weighted base:		3857		119		50		49		51		121		63		131		70		75		72		88		52		15
Sample:		3858		74		67		64		64		81		71		71		75		76		67		75		64		69

Q09 What would make you shop in or visit (LOCATION MENTIONED AT Q05) more often ?

Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Nothing	61.1%	2358	51.4%	61	62.7%	32	56.3%	28	62.5%	32	58.0%	70	67.6%	42	53.5%	70	60.0%	42	71.1%	53	65.7%	47	61.3%	54	60.9%	32	66.7%	10
More non-food stores	6.2%	238	8.1%	10	9.0%	5	9.4%	5	12.5%	6	13.6%	16	1.4%	1	11.3%	15	8.0%	6	2.6%	2	6.0%	4	5.3%	5	4.7%	2	2.9%	0
More department stores	5.6%	216	1.4%	2	6.0%	3	6.2%	3	7.8%	4	7.4%	9	2.8%	2	7.0%	9	2.7%	2	2.6%	2	4.5%	3	0.0%	0	4.7%	2	10.1%	2
Cheaper parking	4.9%	190	4.1%	5	1.5%	1	0.0%	0	1.6%	1	7.4%	9	5.6%	4	2.8%	4	5.3%	4	2.6%	2	0.0%	0	1.3%	1	0.0%	0	2.9%	0
Easier / more parking	4.2%	163	4.1%	5	1.5%	1	0.0%	0	1.6%	1	2.5%	3	2.8%	2	4.2%	6	4.0%	3	3.9%	3	1.5%	1	8.0%	7	4.7%	2	5.8%	1
More specialist shops	3.0%	115	1.4%	2	4.5%	2	9.4%	5	1.6%	1	4.9%	6	4.2%	3	4.2%	6	9.3%	7	1.3%	1	3.0%	2	4.0%	4	0.0%	0	4.3%	1
Cheaper prices	2.9%	111	2.7%	3	4.5%	2	6.2%	3	6.3%	3	1.2%	1	4.2%	3	4.2%	6	5.3%	4	0.0%	0	6.0%	4	5.3%	5	6.3%	3	1.5%	0
More independent shops	2.8%	107	2.7%	3	3.0%	2	7.8%	4	1.6%	1	4.9%	6	0.0%	0	2.8%	4	4.0%	3	0.0%	0	1.5%	1	1.3%	1	0.0%	0	1.5%	0
Better public transport links	2.2%	84	2.7%	3	1.5%	1	3.1%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.3%	1	6.6%	5	1.5%	1	2.7%	2	4.7%	2	1.5%	0
More higher order / designer stores	2.1%	81	2.7%	3	3.0%	2	0.0%	0	0.0%	0	4.9%	6	0.0%	0	7.0%	9	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	4.3%	1
More food stores	1.7%	64	1.4%	2	0.0%	0	6.2%	3	3.1%	2	6.2%	7	0.0%	0	2.8%	4	4.0%	3	1.3%	1	0.0%	0	1.3%	1	1.6%	1	1.5%	0
More places to eat / drink	1.3%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	2.8%	4	1.3%	1	1.3%	1	4.5%	3	0.0%	0	3.1%	2	1.5%	0
More money	1.0%	39	6.8%	8	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.4%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0
Cleaner environment	0.9%	33	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
If it was closer	0.8%	32	1.4%	2	1.5%	1	4.7%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	7	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markets	0.8%	32	1.4%	2	3.0%	2	3.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
More leisure facilities (e.g. cinema etc.)	0.7%	27	2.7%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0
Refurbishment of area	0.6%	21	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.6%	1	0.0%	0
More clothes / shoe shops	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More special offers	0.5%	19	4.1%	5	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.5%	1	1.3%	1	0.0%	0	0.0%	0
Better disabled access	0.5%	19	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
More security / better personal safety	0.4%	15	1.4%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.4%	14	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	1.4%	1	0.0%	0	1.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.5%	0
Undercover	0.4%	14	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by car	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy / crowds	0.3%	12	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Fewer vacant shops	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Less traffic congestion	0.2%	8	1.4%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new / larger supermarket	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a specific store (varied)	0.2%	8	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More toilet facilities	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Stores close together / more compact	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality stores	0.2%	6	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
More indoor shopping	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops / choice (general)	0.1%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Better delivery service	0.1%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Better delivery service	0.1%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
More time	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wider isles	0.1%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pedestrianisation	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More services (e.g. bank, library, hairdressers etc.)	0.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.9%	112	2.7%	3	3.0%	2	6.2%	3	3.1%	2	0.0%	0	2.8%	2	2.8%	4	0.0%	0	1.3%	1	1.5%	1	1.3%	1	1.6%	1	1.5%	0
Weighted base:		3857		119		50		49		51		121		63		131		70		75		72		88		52		15
Sample:		3858		74		67		64		64		81		71		71		75		76		67		75		64		69

Q10 How often do you visit (LOCATION MENTIONED AT Q05) in the evenings ?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Everyday	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.4%	15	0.0%	0	1.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	2	2.7%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
2-3 days a week	2.9%	111	4.1%	5	3.0%	2	1.6%	1	1.6%	1	1.2%	1	1.4%	1	2.8%	4	4.0%	3	0.0%	0	1.5%	1	13.3%	12	3.1%	2	0.0%	0
1 day a week	6.4%	245	9.5%	11	4.5%	2	6.2%	3	6.3%	3	6.2%	7	5.6%	4	4.2%	6	16.0%	11	7.9%	6	7.5%	5	14.7%	13	14.1%	7	1.5%	0
Once every 2 weeks	4.7%	181	5.4%	6	1.5%	1	7.8%	4	0.0%	0	4.9%	6	5.6%	4	5.6%	7	10.7%	7	1.3%	1	7.5%	5	6.7%	6	6.3%	3	7.2%	1
Once every month	10.3%	397	13.5%	16	6.0%	3	4.7%	2	10.9%	6	12.3%	15	8.5%	5	14.1%	18	5.3%	4	9.2%	7	7.5%	5	13.3%	12	17.2%	9	8.7%	1
Once a quarter	7.5%	290	10.8%	13	11.9%	6	3.1%	2	10.9%	6	6.2%	7	8.5%	5	16.9%	22	5.3%	4	10.5%	8	4.5%	3	9.3%	8	7.8%	4	8.7%	1
Less often than once a quarter	8.6%	331	4.1%	5	4.5%	2	3.1%	2	7.8%	4	8.6%	10	11.3%	7	4.2%	6	9.3%	7	11.8%	9	10.4%	8	6.7%	6	9.4%	5	11.6%	2
Never	58.6%	2261	51.4%	61	65.7%	33	73.4%	36	59.4%	30	60.5%	73	59.2%	37	50.7%	67	46.7%	33	57.9%	43	61.2%	44	33.3%	29	40.6%	21	62.3%	10
(Don't know)	0.5%	18	1.4%	2	1.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Weighted base:		3857		119		50		49		51		121		63		131		70		75		72		88		52		15
Sample:		3858		74		67		64		64		81		71		71		75		76		67		75		64		69

Q11 What would make you stay longer in (LOCATION MENTIONED AT Q05) to use it in the evenings?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Nothing	77.7%	2998	60.8%	72	88.1%	44	84.4%	42	76.6%	39	80.2%	97	78.9%	49	71.8%	94	76.0%	53	90.8%	68	88.1%	63	85.3%	75	87.5%	46	79.7%	12
Late night shopping	5.1%	196	2.7%	3	3.0%	2	6.2%	3	3.1%	2	8.6%	10	8.5%	5	4.2%	6	10.7%	7	2.6%	2	6.0%	4	2.7%	2	1.6%	1	2.9%	0
More restaurants	3.7%	143	2.7%	3	4.5%	2	0.0%	0	3.1%	2	8.6%	10	2.8%	2	11.3%	15	1.3%	1	1.3%	1	1.5%	1	4.0%	4	6.3%	3	5.8%	1
Better police presence	2.1%	79	2.7%	3	0.0%	0	1.6%	1	3.1%	2	1.2%	1	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More bars	1.4%	54	1.4%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	6	2.7%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.9%	0
Cinema	1.0%	40	0.0%	0	0.0%	0	0.0%	0	4.7%	2	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Better accessibility by bus	1.0%	38	1.4%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	0
Other	0.7%	25	1.4%	2	0.0%	0	1.6%	1	1.6%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0	1.5%	0
More late night car parks	0.6%	25	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More security / better personal safety	0.5%	21	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.5%	21	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Theatre	0.4%	17	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.5%	0
Better lighting	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops	0.4%	15	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	0
More general entertainment	0.4%	14	1.4%	2	0.0%	0	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More money	0.4%	14	2.7%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
More leisure facilities	0.4%	14	2.7%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More child-friendly facilities	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Cheaper / free parking	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Live music / gigs	0.3%	11	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family orientated facilities	0.2%	9	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events that cater for the elderly	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less gangs	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shows at the theatre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Less traffic congestion	0.2%	6	1.4%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More time / less working hours	0.1%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events in the city centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper taxis	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Babysitting service	0.1%	4	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better accessibility by train	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pubs / restaurants	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not so busy / less crowding	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coffee shops / cafes open later	0.1%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lift smoking ban	0.1%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't Know)	3.2%	122	8.1%	10	0.0%	0	1.6%	1	1.6%	1	0.0%	0	2.8%	2	4.2%	6	2.7%	2	1.3%	1	0.0%	0	1.3%	1	1.6%	1	0.0%	0
Weighted base:		3857		119		50		49		51		121		63		131		70		75		72		88		52		15
Sample:		3858		74		67		64		64		81		71		71		75		76		67		75		64		69

Q12 Where do you do most of your households shopping for furniture, floor coverings and household textiles ?
(Not including internet / catalogue / mail order / tv shopping or don't buy at Q12)

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Birmingham	8.2%	284	13.6%	14	3.2%	2	3.4%	2	4.8%	2	6.1%	6	0.0%	0	0.0%	0	4.8%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	1
Wolverhampton	6.1%	211	0.0%	0	1.6%	1	0.0%	0	8.1%	4	0.0%	0	6.0%	3	1.6%	2	1.6%	1	15.2%	10	6.2%	4	0.0%	0	1.6%	1	6.1%	1
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	5.2%	180	6.1%	6	3.2%	2	13.6%	6	9.7%	5	7.6%	7	10.0%	4	0.0%	0	0.0%	0	1.5%	1	12.3%	9	1.6%	1	0.0%	0	3.0%	0
Merry Hill (Shopping Centre)	4.3%	149	3.0%	3	6.5%	3	0.0%	0	1.6%	1	0.0%	0	2.0%	1	9.5%	11	22.6%	13	7.6%	5	10.8%	8	29.7%	22	19.7%	10	10.6%	2
Walsall	3.6%	123	0.0%	0	1.6%	1	1.7%	1	12.9%	6	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Cannock	2.8%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	2.6%	89	4.5%	5	0.0%	0	0.0%	0	3.2%	2	0.0%	0	18.0%	8	0.0%	0	3.2%	2	3.0%	2	4.6%	3	15.6%	12	13.1%	7	6.1%	1
Dudley	2.4%	83	7.6%	8	12.9%	6	0.0%	0	4.8%	2	0.0%	0	16.0%	7	1.6%	2	21.0%	12	12.1%	8	10.8%	8	4.7%	4	9.8%	5	1.5%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	2.3%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	2.3%	79	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	49.2%	57	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	2	22.7%	3
Wednesbury	2.0%	69	0.0%	0	1.6%	1	1.7%	1	9.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Other	2.0%	68	3.0%	3	0.0%	0	1.7%	1	0.0%	0	6.1%	6	2.0%	1	1.6%	2	0.0%	0	3.0%	2	0.0%	0	1.6%	1	3.3%	2	3.0%	0
Bilston	2.0%	68	0.0%	0	4.8%	2	5.1%	2	3.2%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	10.6%	7	6.2%	4	0.0%	0	1.6%	1	0.0%	0
Oldbury	1.4%	48	6.1%	6	17.7%	8	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.0%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.2%	43	3.0%	3	4.8%	2	28.8%	13	12.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher,	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Poundland, Peac Solihull	1.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	1.1%	37	10.6%	11	9.7%	5	6.8%	3	3.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	1	6.2%	4	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	1.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.9%	29	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	3.1%	2	1.6%	1	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	0.7%	25	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.6%	2	4.8%	3	1.5%	1	0.0%	0	7.8%	6	4.9%	2	3.0%	0
Bearwood	0.7%	24	13.6%	14	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road, New Oscott	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.6%	21	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.6%	19	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores,	0.5%	19	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
M&S Outlet)																												
Bromsgrove	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	13.6%	2
Stafford	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Business Park, Bilston	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.4%	14	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.4%	14	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	11	1.5%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.3%	9	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Birchley Industrial Estate, Oldbury	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.2%	8	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks,	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste																														
Kingswinford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	1.5%	0
Ventura Retail Park, Tamworth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coles, Great Bridge Road, Bilston	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Lichfield Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Road, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Station Drive, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Dudley Road, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Harborne Lane, Selly	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Oak																												
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Warstones Road	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensville Retail Park, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton (JJB Sports, Fabric Warehouse/Bensons, United Carpet Mill, Focus)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove (Focus, Lush Furniture)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cedars Business Park, North Street, Cannock (Carol's Megastore, Motor Mania, Tile Shack, Factory Seconds)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Coppice Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Aldridge																												
The Chase Centre, Church Street, Cannock (CBS Clothing, Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Lye	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
(Don't know / varies / no pattern)	24.7%	853	18.2%	19	25.8%	12	28.8%	13	14.5%	7	19.7%	19	32.0%	14	14.3%	17	27.4%	16	21.2%	14	30.8%	21	25.0%	19	32.8%	16	19.7%	3
Weighted base:		3451		106		47		45		49		99		44		117		58		65		70		75		50		15
Sample:		3439		66		62		59		62		66		50		63		62		66		65		64		61		66

Q13 Where do you do most of your households shopping for DIY and decorating goods ?
(Not including internet / catalogue / mail order / tv shopping or don't buy at Q13)

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
B&Q, Mucklow Hill, Halesowen	10.9%	429	40.3%	46	17.4%	9	1.6%	1	2.8%	2	0.0%	0	4.2%	3	0.0%	0	46.5%	31	1.4%	1	2.7%	2	30.3%	27	7.0%	4	5.4%	1
B&Q, Spring Vale Business Park, Bilston	8.4%	333	0.0%	0	1.4%	1	3.1%	2	0.0%	0	0.0%	0	44.4%	28	0.0%	0	2.8%	2	60.6%	42	31.1%	25	1.3%	1	7.0%	4	6.8%	1
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	8.4%	331	1.4%	2	2.9%	2	25.0%	12	56.9%	32	6.7%	7	1.4%	1	0.0%	0	1.4%	1	0.0%	0	27.0%	21	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.5%	175	4.2%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.1%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	15	2.8%	2	8.1%	11	0.0%	0	2.8%	2	0.0%	0	1.3%	1	2.8%	2	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	2.8%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road, New Oscott	2.6%	104	0.0%	0	0.0%	0	0.0%	0	1.4%	1	41.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	2.6%	101	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	2.3%	92	20.8%	24	49.3%	26	12.5%	6	11.1%	6	1.3%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0
Cannock	2.1%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	1.9%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.6%	61	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	17.6%	3
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	1.9%	74	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Road, Stourbridge	1.8%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	9	5.6%	3	21.6%	4
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin	1.7%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos																												
Walsall	1.7%	67	0.0%	0	1.4%	1	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	1.7%	65	1.4%	2	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	1.5%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.8%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	18.9%	3
Wednesbury	1.5%	58	0.0%	0	0.0%	0	4.7%	2	2.8%	2	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Selly Oak	1.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Dudley Road, Kingswinford	1.3%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0	1.4%	1	4.2%	3	0.0%	0	11.8%	11	36.6%	21	1.4%	0
Redditch	1.2%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Lichfield Road, Wolverhampton	1.1%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	1.1%	42	1.4%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	1.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Coppice Lane, Aldridge	1.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.9%	34	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0	9.7%	6	0.0%	0	14.1%	9	4.2%	3	4.1%	3	2.6%	2	2.8%	2	0.0%	0
Bilston	0.8%	32	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.4%	4	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.8%	30	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	7.0%	5	2.8%	2	1.4%	1	0.0%	0	2.8%	2	1.4%	0
Halesowen	0.7%	29	1.4%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lichfield	0.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Holyhead Road, Handsworth	0.7%	28	2.8%	3	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	9	0.0%	0	5.4%	1
West Bromwich	0.6%	24	2.8%	3	0.0%	0	10.9%	5	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Ferrie Grove, Brownhills	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.6%	22	8.3%	10	8.7%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	3.9%	4	16.9%	10	8.1%	1
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams,	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Comet, Poundstretcher, Poundland, Peac																												
Sutton Coldfield	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Harborne Lane, Selly Oak	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton (JJB Sports, Fabric Warehouse/Bensons, United Carpet Mill, Focus)	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.4%	18	0.0%	0	0.0%	0	1.6%	1	1.4%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Lichfield Road, Cannock	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.3%	13	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.8%	2	1.4%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.3%	12	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
B&Q, New Street, West Bromwich	0.3%	12	1.4%	2	0.0%	0	4.7%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove (Focus, Lush Furniture)	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	10	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
B&Q, Bridge Retail Park,	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Telford																												
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.2%	10	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ash Tree Road, Stirchley	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Prospect Road, Mucklow Hill, Halesowen	0.2%	9	1.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Wednesfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.2%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Brierley Hill High Street	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	2.8%	2	1.4%	0
Sears Retail Park, Solihull	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	2.7%	2	1.3%	1	0.0%	0	0.0%	0
Sedgley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.2%	6	0.0%	0	0.0%	0	4.7%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
B&Q, Marshall Lake Road, Solihull	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lichfield Road, Stafford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Fox's Lane, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	5	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park,	0.1%	5	0.0%	0	0.0%	0	6.2%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26
Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)														
Erdington	0.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.0% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Burton upon Trent	0.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
B&Q, Tame Valley Industrial Estate, Tamworth	0.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.4% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Cradley Heath	0.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.4% 1	0.0% 0	0.0% 0	1.3% 1	0.0% 0	0.0% 0
Burntwood	0.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Blockbuster, Carpet Trades Way, Kidderminster	0.1% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.4% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.4% 0
Marshall Lake Retail Park, Solihull	0.1% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Willenhall	0.1% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Castle Vale	0.1% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	2.7% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Droitwich	0.1% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Focus, Church Street, Lichfield	0.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Bridgnorth	0.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Ventura Retail Park, Tamworth	0.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rugby	0.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Worcester	0.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.4% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Forge Retail Park, Telford	0.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Smethwick	0.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
The Chase Centre, Church Street, Cannock (CBS Clothing, Blockbuster)	0.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blockbuster, Dudley Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Spring Vale Way, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Under Lyme	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth	0.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hednesford Road, Cannock (Pet supplies, City Plumbing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	7.9%	311	4.2%	5	11.6%	6	10.9%	5	5.6%	3	2.7%	3	11.1%	7	4.1%	6	5.6%	4	4.2%	3	6.8%	5	3.9%	4	8.5%	5	2.7%	0
Weighted base:		3939		115		52		49		57		112		64		137		66		70		80		90		58		17
Sample:		3924		72		69		64		72		75		72		74		71		71		74		76		71		74

Q14 Where do you do most of your households shopping for domestic appliances such as washing machines, fridges cookers and kettles ?
(Not including internet / catalogue / mail order / tv shopping or don't buy at Q14)

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	6.8%	258	5.4%	6	1.4%	1	16.9%	9	36.2%	20	2.9%	3	3.2%	2	0.0%	0	0.0%	0	0.0%	0	19.7%	15	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	6.6%	247	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	10.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	5.4%	204	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	12.0%	9	2.8%	2	0.0%	0	0.0%	0	1.4%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	4.8%	180	1.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	28.6%	16	0.0%	0	26.6%	16	8.0%	6	9.9%	8	43.7%	37	29.6%	17	11.3%	2
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.7%	178	8.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	4.1%	157	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0	9.5%	5	0.0%	0	35.9%	21	13.3%	10	5.6%	4	38.0%	32	15.5%	9	16.9%	3
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	3.6%	137	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	3.2%	122	1.4%	2	1.4%	1	2.8%	2	4.3%	2	10.1%	10	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	3.0%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.0%	112	8.1%	10	1.4%	1	0.0%	0	0.0%	0	5.8%	6	0.0%	0	5.6%	7	0.0%	0	1.3%	1	1.4%	1	0.0%	0	2.8%	2	0.0%	0
Oldbury Retail Park, Oldbury Ringway	2.3%	87	17.6%	21	39.7%	22	21.1%	12	10.1%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	8.5%	6	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
(Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph																												
Wednesbury	2.0%	77	2.7%	3	0.0%	0	8.5%	5	13.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	8	0.0%	0	1.4%	1	0.0%	0
Walsall	2.0%	74	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	1.9%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	1.8%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	1.7%	63	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	8.0%	6	1.4%	1	7.0%	6	8.5%	5	28.2%	4
Kidderminster	1.6%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	3
Selly Oak	1.5%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	1.4%	54	10.8%	13	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	1.4%	54	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
Halesowen	1.3%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	1.3%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	1.2%	46	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Lichfield	1.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.1%	43	4.1%	5	2.7%	2	21.1%	12	11.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sedgley	1.1%	40	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	0.0%	0	28.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	1.0%	40	0.0%	0	9.6%	5	0.0%	0	0.0%	0	0.0%	0	19.0%	11	0.0%	0	14.1%	8	6.7%	5	0.0%	0	1.4%	1	1.4%	1	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	1.0%	38	6.8%	8	0.0%	0	2.8%	2	1.4%	1	2.9%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Redditch	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.8%	30	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.4%	1	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright,	0.7%	28	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Comet, Halfords, Pets at Home, Matalan)																												
Solihull	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Oldbury	0.7%	26	6.8%	8	8.2%	5	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.4%	15	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	1	0.0%	0	0.0%	0	9.9%	6	2.8%	0
Willenhall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.4%	15	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.4%	15	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.2%	4	0.0%	0	7.0%	1
Blackheath	0.4%	14	1.4%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	9.9%	6	1.4%	0
Comet, Wallsall Road, Willenhall	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.2%	7	2.7%	3	1.4%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.2%	7	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.2%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5	0.0%	0	0.0%	0	0.0%	0
Worcester	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.1%	5	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Business Park, Bilston	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Marshall Lake Retail Park, Solihull	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth	0.1%	5	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.1%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	4	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Amrstrong Way, Willenhall (Jollye's pet supplies, Staples, Blockbuster)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Darlaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadmoor	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	11.9%	447	8.1%	10	15.1%	8	14.1%	8	14.5%	8	11.6%	12	14.3%	8	8.5%	11	9.4%	6	6.7%	5	15.5%	12	5.6%	5	16.9%	10	8.5%	1
Weighted base:		3773		119		55		55		54		103		56		131		60		74		76		84		58		16
Sample:		3785		74		73		71		69		69		63		71		64		75		71		71		71		71

Q15 Where do you do most of your households shopping for TV, Hi-Fi, Radio, photographic and computer equipment ?
(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q15)

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	7.6%	266	4.3%	5	1.6%	1	24.2%	12	41.8%	22	5.9%	6	7.0%	4	0.0%	0	0.0%	0	0.0%	0	21.2%	15	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	6.5%	228	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	8.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	6.2%	217	2.9%	3	6.6%	3	0.0%	0	0.0%	0	0.0%	0	47.4%	24	0.0%	0	26.1%	17	11.3%	7	9.1%	6	48.4%	37	35.3%	20	15.6%	2
Wolverhampton	5.4%	189	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	1.5%	2	0.0%	0	11.3%	7	4.5%	3	0.0%	0	0.0%	0	3.1%	0
Merry Hill (Shopping Centre)	5.0%	177	1.4%	2	11.5%	5	1.6%	1	0.0%	0	0.0%	0	10.5%	5	0.0%	0	39.1%	25	16.1%	10	7.6%	5	32.8%	25	17.6%	10	23.4%	3
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.8%	168	10.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	3.6%	128	5.8%	6	1.6%	1	3.2%	2	6.0%	3	10.3%	10	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	3.3%	116	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	2.8%	97	0.0%	0	1.6%	1	0.0%	0	4.5%	2	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	2.7%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway	2.5%	89	23.2%	26	37.7%	17	19.4%	9	10.4%	6	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	13.6%	10	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
(Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph																												
Other	2.4%	85	5.8%	6	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	1.5%	2	2.9%	2	0.0%	0	1.5%	1	0.0%	0	2.9%	2	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	2.0%	69	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.3%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.1%	0
Cannock	1.9%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	1.8%	64	1.4%	2	0.0%	0	8.1%	4	6.0%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	1.5%	1	0.0%	0
Bearwood	1.8%	62	13.0%	14	1.6%	1	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	1.5%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	1.5%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	41	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	1	15.6%	2
Sutton Coldfield	1.4%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	1.3%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	1.3%	45	1.4%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Solihull	1.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	0
Sedgley	1.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	4	0.0%	0	0.0%	0	29.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.9%	32	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.4%	1	4.8%	3	0.0%	0	6.3%	5	2.9%	2	21.9%	3
Redditch	0.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	0.9%	30	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Dudley	0.8%	30	0.0%	0	4.9%	2	1.6%	1	0.0%	0	0.0%	0	5.3%	3	0.0%	0	10.1%	7	4.8%	3	3.0%	2	0.0%	0	1.5%	1	1.6%	0
Bromsgrove	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	0.8%	28	4.3%	5	3.3%	2	16.1%	8	7.5%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.7%	23	8.7%	10	13.1%	6	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Bilston	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright,	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Comet, Halfords, Pets at Home, Matalan)																												
Wednesfield	0.5%	16	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	0.5%	16	1.4%	2	0.0%	0	1.6%	1	3.0%	2	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.4%	15	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.4%	14	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.4%	14	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	1.6%	1	0.0%	0	1.6%	0
Sears Retail Park, Solihull	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	1.6%	1	4.4%	2	4.7%	1
Kingswinford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	13.2%	7	1.6%	0
Willenhall	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadmoor	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.1%	5	1.4%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Wallsall Road, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Brierley Hill High Street	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Handsworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Great Bridge	0.1%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Old Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warstones Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Station Drive, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Amrstrong Way, Willenhall (Jollye's pet	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
supplies, Staples, Blockbuster)																												
Staples, Tildasley Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	13.0%	458	10.1%	11	8.2%	4	16.1%	8	10.4%	6	16.2%	16	10.5%	5	10.4%	13	8.7%	6	8.1%	5	16.7%	12	7.8%	6	11.8%	7	4.7%	1
Weighted base:		3515		111		46		48		53		102		50		124		64		61		71		75		55		14
Sample:		3520		69		61		62		67		68		57		67		69		62		66		64		68		64

Q16 Where do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass and cosmetics ?
(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q16)

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Birmingham	17.7%	583	37.5%	38	11.1%	5	11.4%	4	16.7%	8	25.4%	25	1.6%	1	3.1%	4	3.1%	2	1.7%	1	9.1%	5	4.7%	4	1.6%	1	4.9%	1
Wolverhampton	12.3%	404	1.6%	2	5.6%	2	0.0%	0	5.0%	2	0.0%	0	4.8%	3	3.1%	4	0.0%	0	22.0%	13	1.8%	1	0.0%	0	1.6%	1	4.9%	1
Merry Hill (Shopping Centre)	11.9%	394	12.5%	13	31.5%	13	4.5%	2	1.7%	1	0.0%	0	12.9%	7	15.4%	18	62.5%	37	44.1%	26	20.0%	12	43.8%	33	27.0%	14	42.6%	6
Walsall	8.2%	270	0.0%	0	0.0%	0	6.8%	2	15.0%	7	7.5%	7	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.6%	1	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	5.9%	194	10.9%	11	0.0%	0	4.5%	2	11.7%	6	0.0%	0	40.3%	22	0.0%	0	10.9%	7	3.4%	2	10.9%	6	23.4%	18	39.7%	20	9.8%	1
Sutton Coldfield	3.0%	99	0.0%	0	0.0%	0	0.0%	0	1.7%	1	46.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	2.5%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	2.4%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	2
West Bromwich	1.8%	60	9.4%	10	13.0%	5	31.8%	11	20.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Lichfield	1.8%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	1.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	1.5%	49	1.6%	2	11.1%	5	2.3%	1	0.0%	0	0.0%	0	27.4%	15	0.0%	0	7.8%	5	11.9%	7	10.9%	6	1.6%	1	4.8%	2	0.0%	0
Other	1.4%	48	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Solihull	1.4%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	11.5%	2
Northfield	0.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	0.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.7%	1	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.6%	20	1.6%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	0
Stafford	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.4%	14	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.4%	12	6.3%	6	9.3%	4	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	11	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Cradley Heath	0.3%	10	1.6%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.2%	7	1.6%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	6	1.6%	1	0.0%	0
Brownhills	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	5	0.0%	0	0.0%	0	4.5%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	1.6%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth	0.1%	4	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	0.1%	3	0.0%	0	3.7%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.1%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Cape Hill	0.1%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Upon Avon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Cape Hill Retail Park, Smethwick (Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	11.5%	379	4.7%	5	11.1%	5	22.7%	8	20.0%	9	10.4%	10	9.7%	5	12.3%	15	12.5%	7	13.6%	8	21.8%	13	9.4%	7	14.3%	7	6.6%	1
Weighted base:		3301		103		41		34		47		100		55		120		60		58		59		75		51		14
Sample:		3287		64		54		44		60		67		62		65		64		59		55		64		63		61

Q17 Do you take part in any of the following leisure or cultural activities ?

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Cinema	46.1%	2073	53.6%	72	34.9%	22	24.4%	15	39.0%	25	46.4%	58	44.4%	32	50.6%	80	33.3%	25	42.7%	34	39.5%	37	54.3%	52	48.1%	32	47.6%	9
Pubs / clubs	46.9%	2111	53.6%	72	34.9%	22	24.4%	15	45.1%	29	52.4%	66	45.7%	33	44.7%	70	35.8%	27	46.3%	37	43.0%	40	60.5%	58	42.0%	28	58.5%	11
Restaurants/Eating Out	73.3%	3299	70.2%	95	57.8%	36	48.8%	31	74.4%	48	85.7%	108	74.1%	53	72.9%	115	63.0%	48	79.3%	64	73.3%	68	74.1%	71	79.0%	52	81.7%	15
(None of these)	15.9%	714	15.5%	21	25.3%	16	41.5%	26	12.2%	8	8.3%	10	18.5%	13	17.6%	28	28.4%	21	11.0%	9	22.1%	20	8.6%	8	11.1%	7	8.5%	2
Weighted base:		4501		135		62		63		65		126		72		157		76		81		92		95		66		18
Sample:		4501		84		83		82		82		84		81		85		81		82		86		81		81		82

Black Country Household Telephone Survey
For GVA Grimley

Q18 Where do you go most often to visit the cinema ?
Those who visit the cinema at Q17

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Showcase Cinema, Castlegate Way, Birmingham New Road, Dudley, DY1 4TA	16.4%	339	33.3%	24	82.8%	18	65.0%	10	46.9%	12	7.7%	4	72.2%	23	4.7%	4	74.1%	19	62.9%	22	88.2%	32	27.3%	14	53.8%	17	23.1%	2
Cineworld, Bentley Bridge Leisure Park, Wednesdfield, WV11 1TZ	14.0%	290	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	5.6%	2	0.0%	0	0.0%	0	2.9%	1	5.9%	2	0.0%	0	0.0%	0	0.0%	0
Empire, Great park, Rubery, Birmingham, B45 9NY	12.3%	255	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema, Bentley Mill Way, Walsall, WS2 0LE	11.6%	241	0.0%	0	6.9%	2	0.0%	0	28.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Merry Hill Shopping Centre, Dudley, DY5 1SY	9.7%	201	4.4%	3	0.0%	0	10.0%	2	3.1%	1	0.0%	0	22.2%	7	34.9%	28	18.5%	5	20.0%	7	0.0%	0	65.9%	34	43.6%	14	64.1%	6
Cineworld, Broad Street, Birmingham, B15 1DA	4.7%	97	2.2%	2	0.0%	0	0.0%	0	3.1%	1	2.6%	1	0.0%	0	2.3%	2	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AMC Theatres, Ladywood Road, Broadway Plaza, Birmingham, B16 8EU	4.2%	88	24.4%	18	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Other	3.6%	75	2.2%	2	0.0%	0	5.0%	1	0.0%	0	28.2%	16	0.0%	0	9.3%	7	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.6%	1	2.6%	0
Vue, Star City, Watson Road, Birmingham, B7 5SA	3.3%	68	4.4%	3	0.0%	0	10.0%	2	3.1%	1	17.9%	10	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Showcase Cinema, Kingsbury Road, Birmingham, B24 9QE	3.3%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Odeon, Bolbridge Street, Tamworth, B79 7PB	2.7%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel Cinema, Hagley Road West, Halesowen, B62 9AS	2.2%	45	13.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Light House Cinema, The Chubb Buildings, Fryer Street, Wolverhampton, WV1 1HT	1.5%	31	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Street, Birmingham, B2 4ST	1.1%	24	0.0%	0	3.4%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warehouse, Green Street, Kidderminster	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Reel / Majestic Cinema, Whitburn Street, Bridgnorth, Shropshire, WV16 4QP	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Foregate, Telford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Cineworld, Mill Lane Arcade, Touchwood, Solihull, B91 3GS	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Cinema, Birmingham	0.2%	5	2.2%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Picture House, Walsall Road, Cannock, WS11 0HE	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imax Theatre, Curzon Street, Birmingham, B4 7XG	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.8%	121	13.3%	10	3.4%	1	0.0%	0	9.4%	2	7.7%	4	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	2.3%	1	0.0%	0	5.1%	0
Weighted base:		2073		72		22		15		25		58		32		80		25		34		37		52		32		9
Sample:		2016		45		29		20		32		39		36		43		27		35		34		44		39		39

Q19 What town centre do you visit most often for pubs / clubs ?
Those who visit pubs / clubs at Q17

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Birmingham	16.5%	349	40.0%	29	17.2%	4	5.0%	1	13.5%	4	11.4%	7	5.4%	2	5.3%	4	6.9%	2	2.6%	1	8.1%	3	0.0%	0	2.9%	1	0.0%	0
Wolverhampton	8.6%	181	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	15.8%	6	8.1%	3	0.0%	0	0.0%	0	2.1%	0
Other	5.6%	119	2.2%	2	6.9%	2	0.0%	0	5.4%	2	6.8%	4	2.7%	1	10.5%	7	3.4%	1	13.2%	5	5.4%	2	8.2%	5	5.9%	2	2.1%	0
Walsall	5.3%	112	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	3.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	3.1%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.4%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	3.1%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	2.7%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	2.7%	58	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.7%	1	0.0%	0	13.8%	4	0.0%	0	2.7%	1	28.6%	17	8.8%	2	10.4%	1
Dudley	2.4%	50	0.0%	0	6.9%	2	5.0%	1	0.0%	0	0.0%	0	54.1%	18	0.0%	0	37.9%	10	7.9%	3	13.5%	5	6.1%	4	0.0%	0	0.0%	0
West Bromwich	2.0%	43	4.4%	3	3.4%	1	70.0%	11	51.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Kidderminster	1.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0
Halesowen	1.9%	40	2.2%	2	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	3.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	1.8%	39	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	1.6%	35	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	1.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	1.1%	23	0.0%	0	0.0%	0	5.0%	1	2.7%	1	0.0%	0	0.0%	0	7.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.1%	0
Kingswinford	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	8.2%	5	44.1%	12	2.1%	0
Bilston	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	13.8%	4	0.0%	0	0.0%	0	22.4%	13	0.0%	0	0.0%	0
Wednesbury	0.9%	19	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.9%	19	17.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	3.4%	1	21.1%	8	5.4%	2	0.0%	0	2.9%	1	0.0%	0
Oldbury	0.8%	18	11.1%	8	31.0%	7	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.7%	15	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	6.9%	2	2.6%	1	2.7%	1	8.2%	5	0.0%	0	0.0%	0
Burntwood	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Blackheath	0.6%	13	4.4%	3	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.5%	11	8.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetly	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	2.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Redditch	0.4%	9	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	6	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhill Village	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Pelsall	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0
Kinver	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.2%	6
Bewdley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnt Green	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsnorton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Shifnal	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton	0.2%	5	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Village	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley	0.1%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Tamworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Town	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Upon Avon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	13.0%	274	2.2%	2	13.8%	3	10.0%	2	8.1%	2	2.3%	1	16.2%	5	13.2%	9	3.4%	1	15.8%	6	21.6%	9	14.3%	8	23.5%	7	18.7%	2
Weighted base:		2111		72		22		15		29		66		33		70		27		37		40		58		28		11
Sample:		2093		45		29		20		37		44		37		38		29		38		37		49		34		48

Q20 What town centre do you visit most often for restaurants/eating out?

Those who visit restaurants / eat out at Q17

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Birmingham	16.4%	542	28.8%	27	14.6%	5	7.5%	2	14.8%	7	12.5%	13	8.3%	4	3.2%	4	9.8%	5	7.7%	5	7.9%	5	1.7%	1	0.0%	0	6.0%	1
Wolverhampton	7.8%	258	0.0%	0	4.2%	2	2.5%	1	3.3%	2	0.0%	0	6.7%	4	0.0%	0	3.9%	2	12.3%	8	6.3%	4	0.0%	0	1.6%	1	1.5%	0
Other	4.2%	139	0.0%	0	0.0%	0	2.5%	1	4.9%	2	11.1%	12	3.3%	2	6.5%	7	3.9%	2	6.2%	4	3.2%	2	3.3%	2	9.4%	5	6.0%	1
Walsall	4.0%	131	0.0%	0	0.0%	0	7.5%	2	13.1%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Cannock	3.8%	126	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	3.4%	111	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	3.2%	106	5.1%	5	16.7%	6	5.0%	2	1.6%	1	0.0%	0	30.0%	16	0.0%	0	31.4%	15	15.4%	10	25.4%	17	8.3%	6	4.7%	2	0.0%	0
Sutton Coldfield	2.8%	93	0.0%	0	0.0%	0	0.0%	0	1.6%	1	48.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	2.4%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.7%	1	0.0%	0	2.0%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	2.3%	77	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	53.2%	61	2.0%	1	0.0%	0	0.0%	0	1.7%	1	1.6%	1	3.0%	0
Stourbridge	2.1%	70	0.0%	0	2.1%	1	0.0%	0	1.6%	1	0.0%	0	1.7%	1	1.6%	2	3.9%	2	1.5%	1	0.0%	0	16.7%	12	7.8%	4	10.4%	2
Halesowen	1.6%	52	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Great Barr	1.3%	44	0.0%	0	0.0%	0	5.0%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	1.1%	37	1.7%	2	4.2%	2	2.5%	1	1.6%	1	0.0%	0	0.0%	0	9.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Harborne	1.1%	36	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	1.1%	35	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	3.3%	2	1.6%	2	2.0%	1	0.0%	0	1.6%	1	0.0%	0	3.1%	2	7.5%	1
Merry Hill (Shopping Centre)	1.1%	35	1.7%	2	2.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	3.1%	2	4.8%	3	8.3%	6	6.3%	3	1.5%	0
Kingswinford	1.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5	0.0%	0	0.0%	0	4.6%	3	3.2%	2	3.3%	2	28.1%	15	1.5%	0
Brownhills	1.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	1.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.0%	32	3.4%	3	0.0%	0	32.5%	10	13.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.9%	28	0.0%	0	2.1%	1	2.5%	1	9.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.8%	25	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.8%	25	10.2%	10	20.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.7%	22	16.9%	16	2.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.5%	17	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.9%	2	0.0%	0	0.0%	0	8.3%	6	1.6%	1	0.0%	0
Solihull	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	9.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton	0.5%	16	8.5%	8	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	1.5%	0
Stafford	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Burntwood	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.9%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	3.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Rubery	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.2%	8	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Tettenhill Village	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.2%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Kingsnorton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.3%	5
Hagley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Northfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	1	0.0%	0
Clent	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Upon Avon	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley	0.1%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Village	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Town	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.1%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Wollaston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Under Lyme	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	22.9%	756	20.3%	19	14.6%	5	25.0%	8	23.0%	11	15.3%	16	26.7%	14	19.4%	22	13.7%	7	27.7%	18	27.0%	18	38.3%	27	31.3%	16	22.4%	3
Weighted base:		3299		95		36		31		48		108		53		115		48		64		68		71		52		15
Sample:		3269		59		48		40		61		72		60		62		51		65		63		60		64		67

Q21 Are there any leisure facilities that you think are lacking within a reasonable distance of your home?

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
No	69.3%	3121	71.4%	96	56.6%	35	47.6%	30	32.9%	21	81.0%	102	66.7%	48	65.9%	104	86.4%	65	68.3%	55	70.9%	66	65.4%	62	79.0%	52	61.0%	11
Yes, swimming pool	9.9%	444	7.1%	10	18.1%	11	35.4%	22	53.7%	35	4.8%	6	7.4%	5	4.7%	7	3.7%	3	12.2%	10	8.1%	8	17.3%	17	14.8%	10	29.3%	5
Yes, leisure/ fitness centre	6.9%	312	9.5%	13	22.9%	14	15.9%	10	20.7%	13	4.8%	6	12.3%	9	1.2%	2	2.5%	2	7.3%	6	7.0%	6	4.9%	5	3.7%	2	6.1%	1
Yes, cinema	6.1%	273	2.4%	3	4.8%	3	24.4%	15	31.7%	21	0.0%	0	1.2%	1	7.1%	11	1.2%	1	2.4%	2	1.2%	1	0.0%	0	0.0%	0	1.2%	0
Yes, bowling	4.2%	191	1.2%	2	1.2%	1	6.1%	4	11.0%	7	1.2%	1	3.7%	3	17.6%	28	0.0%	0	1.2%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Yes, Ice skating rink	2.6%	116	4.8%	6	1.2%	1	3.7%	2	6.1%	4	0.0%	0	3.7%	3	9.4%	15	2.5%	2	2.4%	2	3.5%	3	8.6%	8	1.2%	1	0.0%	0
Yes, restaurants/ cafes	2.2%	99	2.4%	3	2.4%	2	2.4%	2	3.7%	2	3.6%	4	1.2%	1	0.0%	0	2.5%	2	1.2%	1	4.7%	4	0.0%	0	0.0%	0	2.4%	0
Yes, Youth clubs / facilities	1.9%	87	3.6%	5	3.6%	2	2.4%	2	3.7%	2	2.4%	3	2.5%	2	2.4%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0
Yes, pubs/ clubs/ bars	1.5%	66	1.2%	2	0.0%	0	1.2%	1	2.4%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.2%	1	4.7%	4	0.0%	0	0.0%	0	0.0%	0
Yes, shops	1.0%	47	1.2%	2	1.2%	1	1.2%	1	3.7%	2	2.4%	3	1.2%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Yes, Play areas	0.6%	29	0.0%	0	2.4%	2	0.0%	0	1.2%	1	1.2%	1	2.5%	2	1.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Theatre	0.6%	27	0.0%	0	2.4%	2	1.2%	1	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Yes, Parks	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.2%	2	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	1.2%	0
Yes, other	0.5%	20	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Yes, Facilities for the elderly	0.4%	17	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, bingo	0.3%	14	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Tennis facilities	0.2%	9	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Yes, Skate park	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Live music events	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Yes, Roller skating	0.2%	8	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Indoor bowls	0.2%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Ski slope / snowdome	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Stadium	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Better gym facilities	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Library	0.1%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0
Yes, Football pitch	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Golf course	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Yes, Spa facilities	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Yes, Dance facilities	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Yes, Cycle paths	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Community centres	0.1%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Snooker hall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Yes, Entertainment facilities	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	2.7%	123	4.8%	6	2.4%	2	3.7%	2	1.2%	1	1.2%	1	2.5%	2	1.2%	2	0.0%	0	7.3%	6	2.3%	2	1.2%	1	1.2%	1	0.0%	0
Weighted base:		4501		135		62		63		65		126		72		157		76		81		92		95		66		18
Sample:		4501		84		83		82		82		84		81		85		81		82		86		81		81		82

GEN Gender of respondent.

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Male	28.5%	1282	28.6%	38	34.9%	22	37.8%	24	22.0%	14	23.8%	30	28.4%	20	23.5%	37	17.3%	13	22.0%	18	19.8%	18	34.6%	33	22.2%	15	18.3%	3
Female	71.5%	3219	71.4%	96	65.1%	41	62.2%	39	78.0%	51	76.2%	96	71.6%	51	76.5%	120	82.7%	62	78.0%	63	80.2%	74	65.4%	62	77.8%	51	81.7%	15
Weighted base:		4501		135		62		63		65		126		72		157		76		81		92		95		66		18
Sample:		4501		84		83		82		82		84		81		85		81		82		86		81		81		82

AGE Could I ask how old you are ?

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
18 to 24	2.1%	94	2.4%	3	0.0%	0	0.0%	0	2.4%	2	1.2%	1	6.2%	4	1.2%	2	2.5%	2	0.0%	0	5.8%	5	0.0%	0	2.5%	2	0.0%	0
25 to 34	7.3%	328	13.1%	18	7.2%	5	6.1%	4	4.9%	3	4.8%	6	7.4%	5	2.4%	4	8.6%	7	1.2%	1	9.3%	9	12.3%	12	4.9%	3	1.2%	0
35 to 44	17.2%	775	20.2%	27	12.0%	8	12.2%	8	18.3%	12	19.0%	24	19.8%	14	15.3%	24	18.5%	14	11.0%	9	15.1%	14	24.7%	24	13.6%	9	13.4%	2
45 to 54	24.8%	1118	26.2%	35	9.6%	6	14.6%	9	24.4%	16	28.6%	36	16.1%	11	40.0%	63	21.0%	16	23.2%	19	19.8%	18	39.5%	38	16.0%	11	11.0%	2
55 to 64	14.9%	670	13.1%	18	18.1%	11	18.3%	12	17.1%	11	20.2%	25	13.6%	10	16.5%	26	23.5%	18	9.8%	8	14.0%	13	8.6%	8	14.8%	10	23.2%	4
65 +	33.1%	1488	25.0%	34	51.8%	32	46.3%	29	31.7%	21	25.0%	31	37.0%	26	24.7%	39	25.9%	20	51.2%	41	34.9%	32	14.8%	14	48.1%	32	50.0%	9
(Refused)	0.6%	27	0.0%	0	1.2%	1	2.4%	2	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	3	1.2%	1	0.0%	0	0.0%	0	1.2%	0
Weighted base:		4501		135		62		63		65		126		72		157		76		81		92		95		66		18
Sample:		4501		84		83		82		82		84		81		85		81		82		86		81		81		82

SEG Socio-economic grouping:

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
A	2.1%	92	3.6%	5	0.0%	0	0.0%	0	1.2%	1	7.1%	9	0.0%	0	2.4%	4	1.2%	1	2.4%	2	1.2%	1	0.0%	0	1.2%	1	4.9%	1
B	14.3%	643	10.7%	14	6.0%	4	3.7%	2	9.8%	6	28.6%	36	9.9%	7	15.3%	24	11.1%	8	9.8%	8	12.8%	12	13.6%	13	16.0%	11	14.6%	3
C1	23.2%	1042	28.6%	38	15.7%	10	9.8%	6	20.7%	13	20.2%	25	22.2%	16	25.9%	41	21.0%	16	14.6%	12	26.7%	25	16.1%	15	22.2%	15	14.6%	3
C2	20.5%	924	21.4%	29	16.9%	11	20.7%	13	15.9%	10	11.9%	15	25.9%	19	28.2%	44	19.8%	15	19.5%	16	16.3%	15	39.5%	38	19.8%	13	20.7%	4
D	12.5%	561	9.5%	13	16.9%	11	14.6%	9	15.9%	10	9.5%	12	16.1%	11	11.8%	18	21.0%	16	6.1%	5	14.0%	13	19.8%	19	7.4%	5	8.5%	2
E	21.5%	967	19.0%	26	32.5%	20	39.0%	25	29.3%	19	17.9%	22	21.0%	15	11.8%	18	22.2%	17	37.8%	31	25.6%	24	8.6%	8	21.0%	14	30.5%	6
(Refused)	6.0%	271	7.1%	10	12.0%	8	12.2%	8	7.3%	5	4.8%	6	4.9%	4	4.7%	7	3.7%	3	9.8%	8	3.5%	3	2.5%	2	12.3%	8	6.1%	1
Weighted base:		4501		135		62		63		65		126		72		157		76		81		92		95		66		18
Sample:		4501		84		83		82		82		84		81		85		81		82		86		81		81		82

EMP Which of the following best describes the chief wage earner of your household's current employment situation ?

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
Working full time	46.8%	2107	51.2%	69	34.9%	22	26.8%	17	46.3%	30	56.0%	70	46.9%	34	47.1%	74	50.6%	38	36.6%	30	50.0%	46	64.2%	61	33.3%	22	31.7%	6
Working part time	7.2%	323	9.5%	13	4.8%	3	4.9%	3	3.7%	2	8.3%	10	2.5%	2	10.6%	17	2.5%	2	2.4%	2	8.1%	8	12.3%	12	6.2%	4	8.5%	2
Unemployed	4.8%	216	10.7%	14	3.6%	2	4.9%	3	4.9%	3	0.0%	0	2.5%	2	7.1%	11	11.1%	8	1.2%	1	0.0%	0	3.7%	4	0.0%	0	0.0%	0
Retired	39.1%	1762	28.6%	38	51.8%	32	59.8%	38	42.7%	28	34.5%	43	46.9%	34	34.1%	54	34.6%	26	56.1%	45	40.7%	38	19.8%	19	56.8%	37	59.8%	11
A housewife	0.7%	33	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A student	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Incapacity benefits	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.9%	41	0.0%	0	4.8%	3	2.4%	2	1.2%	1	1.2%	1	1.2%	1	1.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Weighted base:		4501		135		62		63		65		126		72		157		76		81		92		95		66		18
Sample:		4501		84		83		82		82		84		81		85		81		82		86		81		81		82

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
CAR How many cars does your household own or have the use of ?																												
None	18.7%	842	29.8%	40	28.9%	18	28.0%	18	22.0%	14	4.8%	6	24.7%	18	15.3%	24	19.8%	15	12.2%	10	17.4%	16	11.1%	11	18.5%	12	8.5%	2
One	44.1%	1986	39.3%	53	53.0%	33	52.4%	33	52.4%	34	40.5%	51	43.2%	31	34.1%	54	46.9%	35	45.1%	36	50.0%	46	45.7%	44	34.6%	23	46.3%	9
Two	28.0%	1259	23.8%	32	12.0%	8	14.6%	9	18.3%	12	38.1%	48	27.2%	19	32.9%	52	28.4%	21	29.3%	24	27.9%	26	29.6%	28	32.1%	21	40.2%	7
Three or more	8.2%	367	4.8%	6	1.2%	1	1.2%	1	6.1%	4	14.3%	18	4.9%	4	16.5%	26	4.9%	4	8.5%	7	4.7%	4	13.6%	13	11.1%	7	3.7%	1
(Refused)	1.0%	46	2.4%	3	4.8%	3	3.7%	2	1.2%	1	2.4%	3	0.0%	0	1.2%	2	0.0%	0	4.9%	4	0.0%	0	0.0%	0	3.7%	2	1.2%	0
Weighted base:		4501		135		62		63		65		126		72		157		76		81		92		95		66		18
Sample:		4501		84		83		82		82		84		81		85		81		82		86		81		81		82
INC Approximately what is your total household income ?																												
£0 - £14,999	18.6%	839	27.4%	37	26.5%	17	22.0%	14	23.2%	15	8.3%	10	28.4%	20	15.3%	24	12.3%	9	12.2%	10	17.4%	16	11.1%	11	19.8%	13	14.6%	3
£15,000 - £19,999	5.5%	249	9.5%	13	6.0%	4	11.0%	7	8.5%	6	1.2%	1	9.9%	7	5.9%	9	1.2%	1	6.1%	5	7.0%	6	2.5%	2	3.7%	2	2.4%	0
£20,000 - £29,999	7.2%	323	11.9%	16	8.4%	5	2.4%	2	8.5%	6	6.0%	7	8.6%	6	8.2%	13	8.6%	7	3.7%	3	4.7%	4	12.3%	12	7.4%	5	4.9%	1
£30,000 - £39,999	6.3%	283	6.0%	8	3.6%	2	1.2%	1	3.7%	2	6.0%	7	7.4%	5	5.9%	9	7.4%	6	3.7%	3	8.1%	8	7.4%	7	4.9%	3	6.1%	1
£40,000 - £49,999	5.4%	244	3.6%	5	6.0%	4	1.2%	1	7.3%	5	7.1%	9	3.7%	3	4.7%	7	4.9%	4	2.4%	2	5.8%	5	7.4%	7	4.9%	3	3.7%	1
£50,000 - £59,999	3.4%	154	2.4%	3	1.2%	1	3.7%	2	1.2%	1	7.1%	9	3.7%	3	1.2%	2	2.5%	2	4.9%	4	0.0%	0	3.7%	4	6.2%	4	3.7%	1
£60,000 - £69,999	1.4%	64	1.2%	2	1.2%	1	0.0%	0	1.2%	1	2.4%	3	1.2%	1	3.5%	6	0.0%	0	0.0%	0	2.3%	2	1.2%	1	2.5%	2	0.0%	0
£70,000 - £79,999	1.4%	64	1.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	3	1.2%	1	3.5%	6	0.0%	0	0.0%	0	1.2%	1	2.5%	2	0.0%	0	0.0%	0
£80,000 - £89,999	0.8%	34	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	3	0.0%	0	1.2%	2	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£90,000 - £99,999	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
£100,000 - £149,999	1.1%	47	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.4%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	3.7%	1
£150,000+	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / refused)	48.3%	2174	36.9%	50	45.8%	29	58.5%	37	45.1%	29	53.6%	67	34.6%	25	49.4%	78	61.7%	47	65.9%	53	53.5%	49	49.4%	47	49.4%	33	61.0%	11
Weighted base:		4501		135		62		63		65		126		72		157		76		81		92		95		66		18
Sample:		4501		84		83		82		82		84		81		85		81		82		86		81		81		82
ETH The following question will be used in a statistical format only, and will help us to assess diverse needs and the level of access to services. What is your ethnic background ?																												
White (British / Irish / Other)	93.3%	4198	90.5%	122	91.6%	57	78.0%	49	92.7%	60	96.4%	121	96.3%	69	98.8%	155	90.1%	68	95.1%	77	94.2%	87	98.8%	94	96.3%	64	98.8%	18
Black / Black British (Caribbean / African / other black)	1.6%	74	3.6%	5	0.0%	0	8.5%	5	4.9%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	2.6%	119	3.6%	5	2.4%	2	7.3%	5	0.0%	0	0.0%	0	2.5%	2	0.0%	0	6.2%	5	0.0%	0	4.7%	4	1.2%	1	0.0%	0	1.2%	0
Mixed (any mixed category)	0.5%	24	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.8%	82	2.4%	3	6.0%	4	4.9%	3	2.4%	2	2.4%	3	0.0%	0	1.2%	2	0.0%	0	4.9%	4	1.2%	1	0.0%	0	3.7%	2	0.0%	0
Weighted base:		4501		135		62		63		65		126		72		157		76		81		92		95		66		18
Sample:		4501		84		83		82		82		84		81		85		81		82		86		81		81		82

PC_OTH Postcode

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
B16 0	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 8	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 9	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 0	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 9	0.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 4	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 5	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 7	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 1	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 3	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 0	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 8	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 9	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 4	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 5	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 6	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 7	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 1	0.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 2	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 3	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 1	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 2	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 3	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 4	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 5	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 1	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 2	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 3	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 4	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 0	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 8	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 9	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 1	0.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 2	0.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 5	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 6	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 7	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 0	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 8	1.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 9	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 8	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 9	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
B47 5	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B47 6	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B48 7	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 1	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 2	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 3	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 4	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 0	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 7	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 8	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 9	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 8	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 9	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 1	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 2	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 3	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 4	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 5	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 6	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 7	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 0	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 8	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 9	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 1	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 2	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 3	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 4	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 5	0.6%	27	20.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 6	0.5%	21	15.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 7	0.4%	16	11.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 0	0.5%	21	15.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 8	0.4%	18	13.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 9	0.7%	32	23.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 1	0.8%	34	0.0%	0	54.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 2	0.3%	12	0.0%	0	19.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 3	0.2%	7	0.0%	0	10.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 4	0.2%	10	0.0%	0	15.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 0	0.4%	18	0.0%	0	0.0%	0	28.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 6	0.2%	9	0.0%	0	0.0%	0	14.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 7	0.2%	8	0.0%	0	0.0%	0	13.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 8	0.3%	14	0.0%	0	0.0%	0	22.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 9	0.3%	14	0.0%	0	0.0%	0	22.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 1	0.3%	14	0.0%	0	0.0%	0	0.0%	0	22.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	31.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 3	0.4%	19	0.0%	0	0.0%	0	0.0%	0	29.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 4	0.2%	11	0.0%	0	0.0%	0	0.0%	0	17.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
B73 5	0.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B73 6	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 2	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 3	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 4	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 2	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.9%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 3	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 4	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 2	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 3	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 4	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 5	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 6	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 7	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 0	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 7	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 8	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 9	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 1	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 3	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 4	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 0	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	30	0.0%	0	0.0%	0	0.0%	0
DY4 7	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	17	0.0%	0	0.0%	0	0.0%	0
DY4 8	0.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	25	0.0%	0	0.0%	0	0.0%	0
DY4 9	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	20	0.0%	0	0.0%	0	0.0%	0
DY5 1	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	20	0.0%	0	0.0%	0
DY5 2	0.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	40	0.0%	0	0.0%	0
DY5 3	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	21	0.0%	0	0.0%	0
DY5 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	14	0.0%	0	0.0%	0
DY6 0	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	7	0.0%	0
DY6 7	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	11	0.0%	0
DY6 8	0.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.4%	29	0.0%	0
DY6 9	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	19	0.0%	0
DY7 5	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	2
DY7 6	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	86.6%	16
DY8 1	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 2	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 3	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 4	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 5	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 0	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 7	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 8	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 9	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 5	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 9	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
TF11 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF11 9	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 2	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 3	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 0	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 7	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 8	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 9	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 0	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 1	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 5	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 6	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 7	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 8	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 9	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 0	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 1	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 2	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 3	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 4	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 0	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 7	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 9	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 1	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 2	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 3	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 4	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 5	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 1	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 2	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 3	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 4	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 6	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 7	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
WS7 4	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 6	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 7	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 0	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 8	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 9	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 2	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 3	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 4	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 0	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 6	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 7	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 8	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 9	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 1	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 3	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 4	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 5	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 1	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 2	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 3	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 0	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 6	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 7	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 8	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 9	0.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV15 5	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 1	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 2	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 3	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 4	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 0	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 7	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 9	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 4	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 5	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 6	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 0	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 7	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 8	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 9	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 0	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 7	0.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
WV6 8	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 9	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV7 3	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV8 1	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV8 2	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV9 5	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		4501		135		62		63		65		126		72		157		76		81		92		95		66		18
Sample:		4501		84		83		82		82		84		81		85		81		82		86		81		81		82

Black Country Household Telephone Survey
For GVA Grimley

QUOTA Zone

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
01	3.1%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
02	6.4%	286	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
03	3.6%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
04	4.2%	190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
05	1.9%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
06	1.9%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
07	1.4%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
08	2.6%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09	1.3%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
12	1.2%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
13	1.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
14	3.0%	135	100.0%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
15	1.4%	62	0.0%	0	100.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
16	1.4%	63	0.0%	0	0.0%	0	100.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
17	1.4%	65	0.0%	0	0.0%	0	0.0%	0	100.0%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
18	2.8%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
19	1.6%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
20	3.5%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
21	1.7%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
22	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0
23	2.1%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	92	0.0%	0	0.0%	0	0.0%	0
24	2.1%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	95	0.0%	0	0.0%	0
25	1.5%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	66	0.0%	0
26	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	18
27	2.6%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
28	1.5%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
29	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
30	1.2%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
31	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
32	2.2%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
33	3.9%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
34	2.1%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
35	2.5%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
36	0.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
37	1.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
38	1.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
39	1.5%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
40	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41	1.3%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
42	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
43	2.8%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
44	1.7%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
45	1.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		Zone 26	
46	1.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
47	2.3%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
48	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
49	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
50	1.5%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51	1.6%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
52	0.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
53	2.4%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
54	1.6%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		4501		135		62		63		65		126		72		157		76		81		92		95		66		18
Sample:		4501		84		83		82		82		84		81		85		81		82		86		81		81		82

Q01 In which shop or shopping centre do you do most of your household's main food shopping ?

(Not including don't do or internet / delivered at Q01)

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Asda, Old Horns Crescent, GREAT BARR, B43 7HA	3.9%	172	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.7%	1	3.7%	2	0.0%	0	0.0%	0
Asda, Molineux Way, WOLVERHAMPTON, WV1 4DE	3.1%	138	1.1%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Wal-Mart Supercentre, Brickhouse Lane South, GREAT BRIDGE, DY4 7HW	2.6%	113	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Asda, Avon Road, CANNOCK, WS11 1LH	2.4%	104	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0	30.6%	53	2.4%	2	5.9%	7	0.0%	0	0.0%	0	39.0%	17	1.2%	1
Morrisons, Market Street, BILSTON, WV14 0DZ	2.4%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.3%	100	1.1%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	3.7%	4	3.5%	6	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Asda, Pearson Street, Brierley Hill, DY5 3BJ	2.2%	96	19.3%	22	10.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Merry Hill Centre, Brierley Hill, DY5 1QL	2.1%	92	10.2%	12	17.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Chapel Lane, Selly Oak, B29 6SJ	2.0%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Birmingham Road, DUDLEY, DY1 4RP	2.0%	86	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Asda, Market Street, BROMSGROVE, B61 8DA	1.9%	86	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bristol Road South, RUBERY, B45 9NY	1.9%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Halesowen Street, Blackheath, B65 0HG	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Freeth Street, Oldbury, B69 3DB	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston, WS10 8AA	1.7%	73	0.0%	0	0.0%	0	0.0%	0	1.2%	1	14.3%	11	30.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, TIPTON, DY4 0BP	1.6%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, New Oscott, B73 6RB	1.6%	71	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Brownhills, WS8 6DZ	1.6%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	2	2.4%	2	17.6%	20	11.0%	4	0.0%	0	0.0%	0	3.7%	3
Asda, Woodhall Street, Bloxwich, WS3 3JR	1.6%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	7	0.0%	0	0.0%	0	0.0%	0	44.7%	50	1.2%	0	1.2%	1	7.3%	3	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Tesco, Ridgacre Road, Quinton, B32 1EG	1.5%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Carpet Trades Way, KIDDERMINSTER, DY11 6XP	1.5%	64	1.1%	1	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Reedswood Way, WALSALL, WS2 9LX	1.5%	64	0.0%	0	0.0%	0	0.0%	0	9.6%	5	26.2%	21	1.2%	1	0.0%	0	0.0%	0	12.9%	15	8.5%	3	11.1%	5	0.0%	0	0.0%	0
Asda, Old Park Lane, OLDBURY, B69 4PU	1.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Rookery Street, WEDNESFIELD, WV11 1UP	1.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Windmill Lane, Cape Hill, B66 3EN	1.4%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, ALDRIDGE, WS9 8PT	1.4%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	31.7%	12	4.9%	2	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Bar, B42 1AB	1.3%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
J Sainsbury, Coleridge Drive, WOLVERHAMPTON, WV6 7QE	1.3%	58	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury, WS10 7BD	1.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
J Sainsbury, Frankley Beeches Road, Northfield, B31 5AA	1.3%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Orbital Centre, CANNOCK, WS11 3XP	1.3%	57	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0	14.1%	24	3.6%	3	1.2%	1	0.0%	0	0.0%	0	25.6%	11	8.5%	6
Morrisons, Lichfield Street, WALSALL, WS1 1SY	1.3%	56	0.0%	0	0.0%	0	0.0%	0	24.1%	13	11.9%	9	4.9%	5	0.0%	0	1.2%	1	1.2%	1	24.4%	9	22.2%	10	0.0%	0	0.0%	0
J Sainsbury, St Georges Parade, WOLVERHAMPTON, WV2 1AY	1.3%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, KINGSWINFORD, DY6 7SH	1.2%	54	3.4%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	1.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	1.2%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	58.5%	40
J Sainsbury, The Merry Hill Centre, Brierley Hill, DY5 1QY	1.1%	49	8.0%	9	18.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	1.1%	48	0.0%	0	0.0%	0	0.0%	0	19.3%	11	15.5%	12	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	22.2%	10	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
J Sainsbury, Sandringham Way, DUDLEY, DY5 3JR	1.1%	47	19.3%	22	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath, B64 5DF	1.0%	46	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, CANNOCK, WS11 3DR	1.0%	44	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	37	0.0%	0	1.2%	1	0.0%	0	1.2%	1	11.0%	5	0.0%	0
Tesco, Castle Road, KIDDERMINSTER, DY11 6TH	1.0%	44	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Heath Hayes District Centre, CANNOCK, WS12 1PC	1.0%	42	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	35	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	1	3.7%	3
Morrisons, Pendeford Park Shopping Centre, PENDEFORD, WV9 5PG	0.9%	41	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Oxford Street, KIDDERMINSTER, DY10 1AR	0.9%	40	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mount, Halesowen	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, WALSALL, WS1 1RS	0.8%	34	0.0%	0	0.0%	0	0.0%	0	20.5%	11	6.0%	5	1.2%	1	0.0%	0	0.0%	0	4.7%	5	3.7%	1	8.6%	4	1.2%	1	0.0%	0
Morrisons, Buntsford Oak Road, BROMSGROVE, B60 3DX	0.7%	31	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, LICHFIELD, WS13 7BG	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	27	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Tesco Metro, Queens Square, WEST BROMWICH, B70 7NH	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Waitrose, High Street, Harborne, B17 9PP	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, WOLVERHAMPTON, WV2 4NJ	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Gallery, WOLVERHAMPTON, WV1 3NJ	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Maypole	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ladywood Middleway, BIRMINGHAM, B16 8HA	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Hazelwell Street, Stirchley	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Edgbaston,	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Ladywood Middleway																												
Tesco, Coldfield Drive, Redditch	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Owen road, Willenhall (Neptune Industrial Estate)	0.4%	19	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, STOURBRIDGE, DY8 1HJ	0.4%	19	11.4%	13	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Mere Green Road, Sutton Coldfield	0.4%	18	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Old Square, WALSALL, WS1 1PY	0.4%	17	0.0%	0	0.0%	0	0.0%	0	9.6%	5	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	1.2%	1	0.0%	0	0.0%	0
Co-op Foodstore, High Holborn Road, SEDGLEY, DY3 1SS	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Abbey Retail Park, Redditch	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Church Street, LICHFIELD, WS13 6DZ	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Waitrose, Stonnyland Drive, LICHFIELD, WS13 6RX	0.3%	15	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	10.8%	10	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1
Asda, Walmley Ash Road, Sutton Coldfield	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tollgate Precinct, Smethwick, B67 7RA	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cape Hill, SMETHWICK, B66 4PH	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, WOLVERHAMPTON, WV2 3HP	0.3%	13	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Co-Op, Boley Park Centre, Lichfield	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Warstones Road, Penn, WV4 4LP	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, BRIERLEY HILL, DY5 1HR	0.2%	10	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Somerfield, Fisher Street, DUDLEY, DY1 1QE	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, FOUR OAKS, B74 4AB	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.2%	9	1.1%	1	10.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak, B29 6AE	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Pershore Road,	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Cotteridge, B30 3AS																												
Somerfield, New Road, WILLENHALL, WV13 2BG	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Castle Square, Weoley Castle	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Road, Codsall, WV8 1DB	0.2%	8	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Franche Road, KIDDERMINSTER, DY11 5BE	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), New Road, Rubery, B45 9JA	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Kempthorn Avenue, Bushbury Lane, WOLVERHAMPTON, WV10 9UN	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwell Road, NETHERTON, DY2 9PE	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Forge Retail Park, Telford	0.2%	7	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Stratford Road, Shirley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, B74 3NA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Bearwood Road, Bearwood, B66 4BE	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Kingswinford, DY6 8AA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mill Street, BRIDGNORTH, WV15 5AL	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Newport Road, Stafford	0.2%	7	0.0%	0	0.0%	0	11.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Wrekin Retail Park, Telford	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wolverhampton Road, PENKRIDGE, ST19 5NS	0.1%	6	0.0%	0	0.0%	0	18.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Wednesfield, WV11 1SZ	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood	0.1%	6	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, BROMSGROVE, B61 0DF	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Netto, High Street, DUDLEY, DY1 1QS	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Smethwick, B66 4BT	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, The Farley Centre, WEST BROMWICH, B70 7QZ	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Northfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Border, Telford	0.1%	5	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Wolverhampton Road, WOLVERHAMPTON, WV10 0QR	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, WEDNESBURY, WS10 8SW	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill, DY5 3AH	0.1%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Walsall Road, Great Barr, B42 1TN	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, WOLVERHAMPTON, WV1 3EY	0.1%	4	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Metchley Lane, BIRMINGHAM, B17 0HT	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Kings Heath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, CRADLEY HEATH, B64 5HA	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, WALSALL,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield, B31 2JU	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bristol Road South, Rubery	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, KIDDERMINSTER, DY10 1JF	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, LICHFIELD, WS13 6EB	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Frankley Beeches Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Marks & Spencer, Princess	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Alice Drive, SUTTON COLDFIELD, B73 6RB																												
Lidl, Oldbury Road, Blackheath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lichfield Road, WOLVERHAMPTON, WV11 1TN	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, KIDDERMINSTER, DY10 1BN	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, HALESOWEN, B63 3AT	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.1%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HARBORNE, B17 9QG	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Bradford Street, SHIFNAL, TF11 8AT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Pottery Road, Oldbury, B68 9HB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, BROWNHILLS, WS8 6EQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.4%	2
Lidl, Kings Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, The Kingstanding Centre, Kingstanding, B44 9HH	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Kingstanding Circle, B44 9TA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, B21 9LR	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding, B44 0HL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Great Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Walsall Road, Great Barr, B42 1EZ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.1%	3	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Market	0.1%	3	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Street, PENKRIDGE, ST19 5DH																												
Asda, Ventura Road, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Whitburn Street, Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merry Hill Centre, BRIERLEY HILL, DY5 1SY	0.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road, WOLVERHAMPTON, WV10 0AE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sandwell Centre, WEST BROMWICH, B70 7NG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, BILSTON, WV14 0BJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Park Street, WALSALL, WS1 1NH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wednesfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Quinton Road West, Quinton, B32 2RE	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, CANNOCK, WS11 1BS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristol Road, Bournbrook, B29 6BD	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Turves Green, Northfield, B31 4BL	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Dudley Street, Sedgley, DY3 1SB	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, WOLVERHAMPTON, WV1 2HD	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, New Road, KIDDERMINSTER, DY10 1HG	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
KIDDERMINSTER, DY11 6UU																												
Tesco Express, Rowley Village, Warley, B65 9AS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall, WALSALL, WV13 2BU	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettel Lane, Stourbridge	0.0%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Dibdale Road West, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, WALSALL, WS1 2EU	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Iceland, High Street, Blackheath	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Crown Centre, STOURBRIDGE, DY8 1YD	0.0%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, B17 9NS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Burntwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Somerfield, Cannock Road, BURNTWOOD, WS7 8JS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Sainsburys, Chell Road, Stafford	0.0%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Wulfrun Centre, WOLVERHAMPTON, WV1 3HG	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Essington Road, WILLENHALL, WV12 5DT	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Smethwick	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Shopping Centre, BIRMINGHAM, B42 1TQ	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Hagley Road West, HALESOWEN, B62 9AS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union street, WEDNESBURY, WS10 7HB	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Tettenhall, WV6 8QS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, WALSALL, WS1 3QB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Tesco Express, Lichfield Road, WILLENHALL, WV12 5UL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.0%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rye Market, STOURBRIDGE, DY8 1HJ	0.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Halesowen Road, Quinton, B62 9BB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Highland Road, DUDLEY, DY1 3BS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, DY8 4AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, ALDRIDGE, WS9 8QS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, LICHFIELD, WS13 6JX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Lichfield Road, Four Oaks, B74 2UW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Spires Shopping Centre, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wellington Road, BILSTON, WV14 6RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Daisy Street, COSELEY, WV14 8QQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Louise Street, Gornal Wood, DY3 2UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Hasbury, B63 4JS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, HALESOWEN, B63 3UD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
WOLVERHAMPTON, WV10 9QY																												
Tesco Express, Penn Road, WOLVERHAMPTON, WV4 4DF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Cannock Road, WOLVERHAMPTON, WV10 8PN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, Market Square, CRADLEY HEATH, B64 5HH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Albion Parade, KINGSWINFORD, DY6 0NP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Worcester Road, WEST HAGLEY, DY9 0NJ	0.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Corn Bow Centre, HALESOWEN, B63 4AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Lane, WILLENHALL, WV12 5NE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Six Towns Road, Reedswood Retail Park, WS2 8XP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Surrey Close, CANNOCK, WS11 8UF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Somerfield, Wardles Lane, GREAT WYRLEY, WS6 6DY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Cooltrader, Market Centre, BLOXWICH, WS3 2JH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Local Stores, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Clayhanger Lane, BROWNHILLS, WS8 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Primley Service Station, WALSALL, WS2 8RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Street, Wombourne, WV5 9DN																												
Local Stores, Kinver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, KINVER, DY7 6HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.6%	248	15.9%	18	7.5%	5	10.0%	3	2.4%	1	2.4%	2	6.1%	6	3.5%	6	6.0%	6	3.5%	4	1.2%	0	6.2%	3	6.1%	3	6.1%	4
Weighted base:		4406		112		65		33		55		80		99		173		92		112		38		44		42		69
Sample:		4404		88		80		80		83		84		82		85		83		85		82		81		82		82

Q02 How does your household normally travel to its main food shopping destination (STORE MENTIONED AT Q01)?
Those who used a shop or shopping centre (not including internet / delivered) at Q01

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Car / Van (as driver)	60.2%	2502	59.5%	56	78.4%	47	61.1%	18	48.1%	26	45.1%	35	41.6%	39	62.2%	104	73.1%	63	62.2%	67	72.8%	27	76.3%	32	64.9%	26	57.1%	37
Car / van (as passenger)	18.7%	778	23.0%	22	10.8%	6	22.2%	7	23.5%	13	25.6%	20	16.9%	16	13.4%	22	11.5%	10	24.4%	26	17.3%	7	18.4%	8	22.1%	9	16.9%	11
Motorcycle	0.1%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Bus	9.4%	391	4.1%	4	5.4%	3	4.2%	1	16.0%	9	14.6%	11	14.3%	13	6.1%	10	2.6%	2	6.1%	7	8.6%	3	3.9%	2	5.2%	2	2.6%	2
Train	0.2%	7	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and Ride	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.3%	1	2.4%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Walk	8.7%	363	10.8%	10	1.4%	1	12.5%	4	11.1%	6	11.0%	9	20.8%	19	11.0%	18	12.8%	11	6.1%	7	1.2%	0	1.3%	1	1.3%	1	9.1%	6
Bicycle	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.6%	2
Other	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility Scooter	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Ring and Ride Charity Bus	0.1%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	43	0.0%	0	2.7%	2	0.0%	0	1.2%	1	1.2%	1	2.6%	2	4.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	7.8%	5
(Don't travel / goods delivered)	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Weighted base:		4158		95		60		30		54		78		93		167		87		108		38		42		40		65
Sample:		4148		74		74		72		81		82		77		82		78		82		81		76		77		77

Q03 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities, for example non-food shopping, leisure / entertainment activities, restaurants, bars, banks, etc?

Those who used a shop or shopping centre (not including internet / delivered) at Q01

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Yes - Meeting Friends	1.1%	46	0.0%	0	1.4%	1	0.0%	0	4.9%	3	2.4%	2	1.3%	1	0.0%	0	1.3%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Meeting Family	1.1%	45	1.4%	1	1.4%	1	2.8%	1	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.5%	1	0.0%	0	0.0%	0	2.6%	2
Yes - Other non-food shops	17.5%	728	21.6%	20	28.4%	17	16.7%	5	14.8%	8	18.3%	14	14.3%	13	20.7%	35	14.1%	12	12.2%	13	21.0%	8	22.4%	9	26.0%	10	9.1%	6
Yes - Bars / Pubs	0.6%	26	1.4%	1	0.0%	0	1.4%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Yes - Restaurants	1.7%	72	1.4%	1	4.1%	2	1.4%	0	4.9%	3	2.4%	2	3.9%	4	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.3%	1
Yes - Cafes	2.9%	121	2.7%	3	4.1%	2	2.8%	1	2.5%	1	0.0%	0	2.6%	2	2.4%	4	2.6%	2	0.0%	0	6.2%	2	3.9%	2	2.6%	1	0.0%	0
Yes - Cinemas	0.2%	8	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Ten Pin Bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Gym / Health and Fitness	0.8%	31	1.4%	1	4.1%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	1.3%	1	0.0%	0
Yes - Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Swimming	0.3%	13	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Markets	1.4%	58	2.7%	3	0.0%	0	2.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	3.7%	4	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Theatre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Museums / Art Gallery	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Library	0.8%	34	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	1.3%	1
Yes - Financial Service (Banks, Building Society)	6.7%	278	4.1%	4	8.1%	5	6.9%	2	4.9%	3	4.9%	4	19.5%	18	18.3%	31	5.1%	4	12.2%	13	6.2%	2	7.9%	3	11.7%	5	10.4%	7
Yes - Personal Service (Hairdressers, Beauty Salon)	0.6%	24	0.0%	0	0.0%	0	4.2%	1	1.2%	1	0.0%	0	2.6%	2	2.4%	4	0.0%	0	0.0%	0	1.2%	0	1.3%	1	0.0%	0	1.3%	1
Yes - Other Service (Travel Agent, Estate Agent)	0.6%	23	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Yes - Other	0.4%	16	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
No	67.9%	2824	68.9%	65	55.4%	33	61.1%	18	71.6%	38	69.5%	54	66.2%	61	58.5%	98	75.6%	65	73.2%	79	67.9%	26	65.8%	27	66.2%	26	70.1%	45
Yes - Get Petrol	1.0%	40	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.3%	1	3.9%	2	3.9%	3
Yes - Car Wash	0.1%	3	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1
Yes - Church	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Other food shops	0.4%	18	1.4%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Work	0.4%	18	0.0%	0	1.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Recycling	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - School Run	0.1%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Walking	0.2%	8	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Music Lessons	0.1%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Butchers	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Health Service (Chemist, Doctors, Dentist)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Dancing	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.5%	20	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		4158		95		60		30		54		78		93		167		87		108		38		42		40		65
Sample:		4148		74		74		72		81		82		77		82		78		82		81		76		77		77

Q04 Where do you do most of your household's small scale 'top-up' food shopping ? (i.e. to buy bread, milk, etc, on a day-to-day basis)
(Not including don't do or internet / delivered at Q04)

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Other	11.2%	408	26.8%	24	8.6%	4	14.3%	4	0.0%	0	5.9%	4	4.3%	4	6.6%	8	17.8%	14	8.3%	8	11.4%	4	1.6%	1	14.5%	5	7.5%	4
Birmingham	1.8%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Wolverhampton	1.5%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, GREAT BARR, B43 7HA	1.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.6%	1	0.0%	0	0.0%	0
Walsall	1.0%	38	0.0%	0	0.0%	0	1.4%	0	10.0%	4	20.6%	13	2.9%	2	0.0%	0	0.0%	0	6.9%	7	14.3%	5	9.4%	3	1.4%	1	0.0%	0
West Bromwich	1.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bristol Road South, RUBERY, B45 9NY	1.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	1.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Great Barr	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, New Oscott, B73 6RB	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, ALDRIDGE, WS9 8PT	0.9%	32	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	12.9%	4	1.6%	1	0.0%	0	0.0%	0
Asda, Market Street, BROMSGROVE, B61 8DA	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ridgacre Road, Quinton, B32 1EG	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich, WS3 3JR	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	26.4%	25	0.0%	0	0.0%	0	2.9%	1	0.0%	0
J Sainsbury, Halesowen Street, Blackheath, B65 0HG	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Windmill Lane, Cape Hill, B66 3EN	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Brownhills, WS8 6DZ	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7	2.9%	1	0.0%	0	0.0%	0	3.0%	2
Tesco Extra, Foxoak Street, Cradley Heath, B64 5DF	0.8%	28	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Freeth Street, Oldbury, B69 3DB	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, CANNOCK, WS11 1LH	0.7%	26	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	11.5%	14	1.4%	1	1.4%	1	0.0%	0	0.0%	0	11.6%	4	0.0%	0
Co-op Foodstore, High Holborn Road, SEDGLEY, DY3 1SS	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston, WS10 8AA	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	22.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill, DY5 3BJ	0.7%	25	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
J Sainsbury, Frankley Beeches Road, Northfield, B31 5AA	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Wal-Mart Supercentre, Brickhouse Lane South, GREAT BRIDGE, DY4 7HW	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Chapel Lane, Selly Oak, B29 6SJ	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Harborne, B17 9PP	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, BILSTON, WV14 0DZ	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Bar, B42 1AB	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	18
Tesco, Birmingham Road, DUDLEY, DY1 4RP	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Sandringham Way, DUDLEY, DY5 3JR	0.6%	22	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Old Square, WALSALL, WS1 1PY	0.6%	21	0.0%	0	0.0%	0	0.0%	0	16.7%	7	4.4%	3	4.3%	4	0.0%	0	0.0%	0	1.4%	1	2.9%	1	1.6%	1	0.0%	0	0.0%	0
Morrisons, Pendeford Park Shopping Centre, PENDEFORD, WV9 5PG	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, TIPTON, DY4 0BP	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, WALSALL, WS1 1SY	0.6%	20	0.0%	0	0.0%	0	0.0%	0	13.3%	5	4.4%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	15.7%	5	10.9%	4	0.0%	0	0.0%	0
Wednesfield	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Harborne	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.5%	20	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Rookery Street, WEDNESFIELD, WV11 1UP	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, WOLVERHAMPTON, WV1 4DE	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Heath Hayes District Centre, CANNOCK, WS12 1PC	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	14	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
J Sainsbury, Coleridge	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Drive, WOLVERHAMPTON, WV6 7QE																												
J Sainsbury, Orbital Centre, CANNOCK, WS11 3XP	0.5%	19	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	1.5%	1
Tesco Metro, Queens Square, WEST BROMWICH, B70 7NH	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Road, Codsall, WV8 1DB	0.5%	18	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Hazelwell Street, Stirchley	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.5%	18	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Castle Road, KIDDERMINSTER, DY11 6TH	0.5%	17	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury, WS10 7BD	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Somerfield, Warstones Road, Penn, WV4 4LP	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	0.5%	17	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, St Georges Parade, WOLVERHAMPTON, WV2 1AY	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Oak Road, BROMSGROVE, B60 3DX	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, KINGSWINFORD, DY6 7SH	0.4%	16	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Reedswood Way, WALSALL, WS2 9LX	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	8	2.9%	2	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, Beacon Street, LICHFIELD, WS13 7BG	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Morrisons, Wallows Lane, Walsall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	5.0%	2	10.3%	7	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0
Sutton Coldfield	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Lane, Handsworth Wood, B20 2EP	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Kingstanding	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, The Merry Hill Centre, Brierley Hill, DY5 1QY	0.4%	15	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Tesco Express, Hagley Road, Hasbury, B63 4JS	0.4%	15	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.4%	14	4.2%	4	10.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Turves Green, Northfield, B31 4BL	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Walsall Road, Great Barr, B42 1EZ	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
J Sainsbury, Carpet Trades Way, KIDDERMINSTER, DY11 6XP	0.4%	14	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, WALSALL, WS1 1RS	0.4%	14	0.0%	0	0.0%	0	0.0%	0	11.7%	5	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	3	2.9%	1	4.7%	2	0.0%	0	0.0%	0
Asda, The Merry Hill Centre, Brierley Hill, DY5 1QL	0.4%	14	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, HALESOWEN, B63 3UD	0.4%	14	2.8%	3	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Oxford Street, KIDDERMINSTER, DY10 1AR	0.4%	14	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bristol Road South, Rubery	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, LICHFIELD, WS13 6RX	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	12.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Somerfield, High Street, Tettenhall, WV6 8QS	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Tipton	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ladywood Middleway, BIRMINGHAM, B16 8HA	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), New Road, Rubery, B45 9JA	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Kingswinford, DY6 8AA	0.3%	12	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Park Lane, OLDBURY, B69 4PU	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Somerfield, High Street, BROMSGROVE, B61 0DF	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, B74 3NA	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Franche Road,	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
KIDDERMINSTER, DY11 5BE																												
Local Stores, Handsworth Wood	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Dibdale Road West, Dudley	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Smethwick	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, CANNOCK, WS11 3DR	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Co-op (Wales etc), Bradford Street, SHIFNAL, TF11 8AT	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Walsall Road, Great Barr, B42 1TN	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield, B31 2JU	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, New Road, WILLENHALL, WV13 2BG	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.4%	1	0.0%	0
Asda, Queensway Mount, Halesowen	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Essington Road, WILLENHALL, WV12 5DT	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Gallery, WOLVERHAMPTON, WV1 3NJ	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Castle Square, Weoley Castle	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Brierley Hill High Street	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, STOURBRIDGE, DY8 1HJ	0.3%	9	5.6%	5	8.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Owen road, Willenhall (Neptune Industrial Estate)	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wardles Lane, GREAT WYRLEY, WS6 6DY	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	9	0.0%	0
Waitrose, Penn Road, WOLVERHAMPTON, WV2 4NJ	0.2%	9	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Kempthorn Avenue, Bushbury Lane, WOLVERHAMPTON, WV10 9UN	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Spar, Kingswinford	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wednesfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, WOLVERHAMPTON, WV2 3HP	0.2%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Bartley Green	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Dudley Street, Sedgley, DY3 1SB	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Wednesfield, WV11 1SZ	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Iceland, High Street, Harborne, B17 9NS	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Fisher Street, DUDLEY, DY1 1QE	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Sutton Road, WALSALL, WS5 3BD	0.2%	7	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	10.9%	4	0.0%	0	0.0%	0
Marks & Spencer, Princess Alice Drive, SUTTON COLDFIELD, B73 6RB	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco, Church Street, LICHFIELD, WS13 6DZ	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Aldi, Bristol Road, Selly Oak, B29 6AE	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Kings Heath	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wolverhampton Road, PENKRIDGE, ST19 5NS	0.2%	7	0.0%	0	0.0%	0	24.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, WOLVERHAMPTON, WV4 4DF	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Quarry Bank	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Manor Lane, HALESOWEN, B62 8PY	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Bearwood Road, Bearwood, B66 4BE	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mill Street, BRIDGNORTH, WV15 5AL	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Linden Road, Bournville	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Co-Op, Boley Park Centre, Lichfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Brownhills Crossroad, Norton Canes	0.2%	7	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Turnberry Road, Bloxwich, WS3 3UA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Liskeard Road, WALSALL, WS5 3EY	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	7	0.0%	0	0.0%	0
Iceland, High Street, CRADLEY HEATH, B64 5HA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Perton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Pottery Road, Oldbury, B68 9HB	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.2%	6	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tollgate Precinct, Smethwick, B67 7RA	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, High Street, Harborne	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Kinver	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Clayhanger Lane, BROWNHILLS, WS8 7DT	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Manor Court, Streetly, B74 2BH	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Kingstanding Road, Kingstanding, B44 9RJ	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Northfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, BRIERLEY HILL, DY5 1HR	0.2%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Cannock Road, CANNOCK, WS11 2BU	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Iceland, Hagley Street, HALESOWEN, B63 3AT	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Highland Road, DUDLEY, DY1 3BS	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Tesco Express, Stourport Road, KIDDERMINSTER, DY11 7BQ	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union street, WEDNESBURY, WS10 7HB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, The Precinct, TIPTON, DY4 8QL	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, BILSTON, WV14 0BJ	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, High Street, DUDLEY, DY1 1QS	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bilbrook Road, Codsall, WV8 1EU	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Maypole	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Alvechurch Road, West Heath, B31 3JW	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Burntwood	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	5
Co-op Supermarket, Market Street, PENKRIDGE, ST19 5DH	0.1%	5	0.0%	0	0.0%	0	17.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Wombourne	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Park Street, WALSALL, WS1 1NH	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Kent Street, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove, B61 8AG	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cape Hill, SMETHWICK, B66 4PH	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, B21 9LR	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halesowen Road, NETHERTON, DY2 9PY	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, WOLVERHAMPTON, WV1 3EY	0.1%	5	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street,	0.1%	5	4.2%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
STOURBRIDGE, DY8 1EE																												
Local Stores, Quinton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lichfield Road, WILLENHALL, WV12 5UL	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cannock Road, Burntwood	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Tesco Express, Cannock Road, Bushbury, WV10 8PN	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, KIDDERMINSTER, DY11 6UU	0.1%	5	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, PELSALL, WS3 4LX	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Somerfield, Corn Bow Centre, HALESOWEN, B63 4AJ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Harborne	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Quinton Road West, Quinton, B32 2RE	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, Wombourne, WV5 9DN	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Pendeford Avenue, Claregate, WV6 9EH	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Albion Parade, KINGSWINFORD, DY6 0NP	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, BROWNHILLS, WS8 6EQ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Tesco Express, Hagley Road, Old Swinford, DY8 2JD	0.1%	4	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Morley Road, BURNTWOOD, WS7 9AZ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4
Marks & Spencer, Spires Shopping Centre, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Spar, Drakes Cross Parade,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Hollywood																												
Lidl, Brettel Lane, Stourbridge	0.1%	4	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Frankley Beeches Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merry Hill Centre, BRIERLEY HILL, DY5 1SY	0.1%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Gornal	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhill Village	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, The Farley Centre, WEST BROMWICH, B70 7QZ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Warley, B65 9AS	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Birmingham Road, Marlbrook, B60 1DL	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hewell Road, Barnt Green, B45 8NE	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Lichfield Road, Four Oaks, B74 2UW	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Somerfield, Pershore Road, Cotteridge, B30 3AS	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Netherton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Blakenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bewdley Hill, KIDDERMINSTER, DY11 6BS	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, New Road, KIDDERMINSTER, DY10 1HG	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Russels Hall Road, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Stubby Lane, WEDNESFIELD, WV11 3NL	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Castle Street, COSELEY, WV14 9DP	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, WALSALL,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
WOLVERHAMPTON, WV10 0AE																												
Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Worcester Road, WEST HAGLEY, DY9 0NJ	0.1%	3	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Daisy Street, COSELEY, WV14 8QQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Old Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fallings Park	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, FOUR OAKS, B74 4AB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, The Kingstanding Centre, Kingstanding, B44 9HH	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Hawthorn Road, Kingstanding, B44 8QT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding, B44 0HL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, ALDRIDGE, WS9 8QS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone, WS14 0JR	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Windmill Bank, WOMBOURNE, WV5 9JD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Primley Service Station, WALSALL, WS2 8RN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgenorth Road, WOLLASTON, DY8 3NX	0.1%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Stafford Street, BREWOOD, ST19 9DX	0.1%	3	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Abbey Road, DUDLEY, DY3 2PQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,84 Lichfield Road, Rushall, Walsall WS4 1NN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
HARBORNE, B17 9QG																												
Compton Village	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wellington Road, BILSTON, WV14 6RN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road, BURNTWOOD, WS7 8JS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Iceland, Market Place, CANNOCK, WS11 1BS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Somerfield, Birches Bridge Shopping Centre, CODSALL, WV8 1PE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Swan Corner Shopping Centre, Burntwood, WS7 0DW	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Tesco Express, Moss Grove, KINGSWINFORD, DY6 9HP	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Penkridge	0.1%	3	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, High Street, Brownhills, WS8 6EW	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Court Oak Road, Harborne, B32 2DX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, DY8 4AJ	0.1%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Fisher Street, DUDLEY, DY2 7AD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,35 Hobs Rd, Wednesbury, West Midlands WS10 9BD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, WOLVERHAMPTON, WV1 2HD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwell Road, NETHERTON, DY2 9PE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, HALESOWEN, B62 8AA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Halesowen Road, Quinton, B62 9BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Spar, Bridgenorth Road, STOURBRIDGE, DY7 6RY	0.1%	2	1.4%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley, DY10 3SA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Great Wyrley, WS6 6LA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0
Tesco, Coldfield Drive, Redditch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,153-155 Cannock Road, Burntwood (Lichfield District) WS7 0BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Anglesey Street, HEDNESFORD, WS12 1AS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sharon Way, HEDNESFORD, WS12 5NF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, KINVER, DY7 6HF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Wulfrun Centre, WOLVERHAMPTON, WV1 3HG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oldbury Road, Blackheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Blackheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Louise Street, Gornal Wood, DY3 2UB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,40 Spring Lane, High Heath, Walsall, West Midlands WS4 1AT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, KIDDERMINSTER, DY10 4DZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristol Road, Bournbrook, B29 6BD	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Cannock Road,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
WOLVERHAMPTON, WV10 8PN																												
One Stop, Norton East Road, CANNOCK, WS11 3RT	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Smethwick, B66 4BT	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Wolverhampton Road, WOLVERHAMPTON, WV10 0QR	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Stafford Road, Oxley, WV10 6AN	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,Wolverhampton Rd West, Bentley, Willenhall WV13 2RN	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Boldmere Road, Wylde Green, B73 5UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Lane, WILLENHALL, WV12 5NE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Hagley Road West, HALESOWEN, B62 9AS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, WALSALL, WS1 3QB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Bloxwich Road, Bloxwich, WS3 2BQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, The Crown Centre, STOURBRIDGE, DY8 1YD	0.0%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Stone Cross, B71 3HS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, WEDNESBURY, WS10 8SW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill, DY5 3AH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Broadway, WALSALL, WS1 3HH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, LICHFIELD, WS13 6EB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe Lane, Netherstowe, WS13 6BA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0

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	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Broadwalk Retail Park, WALSALL, WS1 4SB																												
Farmfoods Freezer Ce, Capehill, Smethwick, B66 4RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Stratford Road, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Bristol Road South, Northfield, B31 2NG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, WALSALL, WS6 7AD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.4%	1	0.0%	0
Cooltrader, Burntwood Shopping Cent, BURNTWOOD, WS7 1JR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Iceland, Market Street, LICHFIELD, WS13 6JX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
One Stop, 4-6 High Street, Chasetown (Burntwood), STAFFS, WS7 3XF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Marks & Spencer, Metchley Lane, BIRMINGHAM, B17 0HT	0.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rye Market, STOURBRIDGE, DY8 1HJ	0.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Lye, DY9 8JZ	0.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Walsall Road, Stone Cross, WS10 8EZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sandwell Centre, WEST BROMWICH, B70 7NG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Somerfield service Station, TIPTON, DY4 7RB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood	0.0%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Sainsbury's Local, Chester Road, Streetly, B74 2HN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, School Road, Wombourne, WV5 9ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Border, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.6%	422	16.9%	15	31.0%	15	11.4%	3	23.3%	9	11.8%	8	11.4%	10	18.0%	22	15.1%	12	18.1%	17	8.6%	3	18.8%	7	17.4%	6	7.5%	4
Weighted base:		3647		91		47		29		40		64		84		124		81		95		33		35		36		56
Sample:		3595		71		58		70		60		68		70		61		73		72		70		64		69		67

Q05 In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?
(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q05)

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Birmingham	16.2%	669	3.5%	4	6.1%	4	2.6%	1	18.9%	9	2.5%	2	4.1%	4	5.1%	8	9.8%	9	9.9%	11	13.0%	5	21.6%	9	7.5%	3	6.5%	4
Merry Hill (Shopping Centre)	14.7%	606	54.1%	59	39.0%	26	1.3%	0	2.7%	1	1.3%	1	5.4%	5	2.5%	4	0.0%	0	2.5%	3	0.0%	0	1.4%	1	2.5%	1	0.0%	0
Wolverhampton	13.1%	540	0.0%	0	0.0%	0	14.1%	5	1.4%	1	5.0%	4	5.4%	5	5.1%	8	0.0%	0	1.2%	1	1.3%	0	0.0%	0	12.5%	5	2.6%	2
Walsall	9.7%	401	0.0%	0	0.0%	0	0.0%	0	54.1%	26	77.5%	59	59.5%	53	8.9%	14	0.0%	0	64.2%	69	63.6%	23	44.6%	18	38.7%	16	10.4%	7
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	6.6%	272	25.9%	28	39.0%	26	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Sutton Coldfield	3.2%	132	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	12.2%	11	0.0%	0	3.9%	1	9.5%	4	0.0%	0	5.2%	3
Redditch	2.4%	97	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	2.3%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Cannock	2.2%	90	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	43.0%	69	0.0%	0	2.5%	3	0.0%	0	0.0%	0	16.3%	7	6.5%	4
Kidderminster	2.0%	84	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.8%	75	1.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Telford	1.8%	75	0.0%	0	0.0%	0	23.1%	8	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	7.5%	3	2.6%	2
Dudley	1.4%	59	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lichfield	1.4%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	26.8%	24	2.5%	3	1.3%	0	0.0%	0	0.0%	0	31.2%	20
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	1.2%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	1.2%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	31.7%	29	1.2%	1	0.0%	0	1.4%	1	0.0%	0	9.1%	6
Stafford	0.9%	38	0.0%	0	0.0%	0	43.6%	14	0.0%	0	0.0%	0	0.0%	0	10.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Solihull	0.9%	36	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bilston	0.7%	30	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.6%	24	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.4%	18	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Perkins.Evans, Sports World, Boots, Peacocks, Au N																												
Wednesbury	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.3%	14	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	5.4%	2	3.8%	2	2.6%	2
Ventura Retail Park, Tamworth	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	5
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.3%	11	0.0%	0	0.0%	0	0.0%	0	4.1%	2	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Stourbridge	0.3%	11	5.9%	6	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.2%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.2%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	0	0.0%	0	2.5%	1	0.0%	0
Burton upon Trent	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Bearwood	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Great Bridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Windmills, High Street, Smethwick (JJB Sports, Peacocks, Priceless, Home Bargains, Matalan, Carphone Warehouse)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Matalan, Spring Vale Way, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Darlaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Park Lane,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Kidderminster																												
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Stratford Upon Avon	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Makro, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Retail Park, Smethwick (Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	6.7%	275	8.2%	9	4.9%	3	7.7%	3	5.4%	3	6.3%	5	2.7%	2	8.9%	14	6.1%	6	11.1%	12	6.5%	2	8.1%	3	3.8%	2	6.5%	4
Weighted base:		4132		109		66		33		49		76		89		161		91		107		36		41		41		65
Sample:		4140		85		82		78		74		80		74		79		82		81		77		74		80		77

Q06 How does your household normally travel to its main clothing and footwear shopping destination (LOCATION MENTIONED AT Q05)?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Car / Van (as driver)	54.0%	2084	61.5%	61	79.5%	50	70.8%	21	31.4%	15	40.0%	28	43.1%	37	52.8%	77	64.9%	55	50.0%	48	63.9%	21	67.6%	25	61.0%	24	62.5%	38
Car / van (as passenger)	11.5%	442	21.8%	22	10.3%	6	13.9%	4	12.9%	6	9.3%	7	13.9%	12	16.7%	24	11.7%	10	12.5%	12	11.1%	4	8.8%	3	14.3%	6	11.1%	7
Motorcycle	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Bus	24.4%	940	11.5%	12	5.1%	3	15.3%	5	24.3%	11	36.0%	26	34.7%	30	16.7%	24	6.5%	6	25.0%	24	20.8%	7	17.6%	7	16.9%	7	12.5%	8
Train	3.4%	131	2.6%	3	1.3%	1	0.0%	0	2.9%	1	0.0%	0	2.8%	2	2.8%	4	6.5%	6	8.3%	8	2.8%	1	4.4%	2	2.6%	1	1.4%	1
Taxi	0.5%	20	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.5%	174	1.3%	1	0.0%	0	0.0%	0	25.7%	12	12.0%	9	2.8%	2	11.1%	16	9.1%	8	1.4%	1	1.4%	0	1.5%	1	0.0%	0	0.0%	0
Bicycle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1
Other	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility Scooter	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ring and Ride Charity Bus	0.1%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	42	0.0%	0	2.6%	2	0.0%	0	2.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	2.6%	1	9.7%	6
(Don't travel / goods delivered)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		3857		100		63		30		46		71		87		147		85		95		34		37		40		60
Sample:		3858		78		78		72		70		75		72		72		77		72		72		68		77		72

Q07 What do you like about the (LOCATION MENTIONED AT Q05) ?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Good range of chain / well known stores	30.7%	1185	32.1%	32	25.6%	16	36.1%	11	28.6%	13	25.3%	18	45.8%	40	31.9%	47	40.3%	34	33.3%	32	25.0%	8	36.8%	14	49.4%	20	36.1%	22
Close to home	29.9%	1152	24.4%	24	28.2%	18	27.8%	8	32.9%	15	36.0%	26	27.8%	24	29.2%	43	24.7%	21	36.1%	34	44.4%	15	25.0%	9	31.2%	12	19.4%	12
Good range of independent stores	12.9%	497	24.4%	24	7.7%	5	15.3%	5	8.6%	4	9.3%	7	16.7%	14	4.2%	6	10.4%	9	16.7%	16	6.9%	2	11.8%	4	18.2%	7	9.7%	6
Nothing / very little	12.3%	473	15.4%	15	10.3%	6	8.3%	3	20.0%	9	18.7%	13	12.5%	11	15.3%	22	10.4%	9	15.3%	15	25.0%	8	20.6%	8	5.2%	2	12.5%	8
Indoor shopping malls / arcades	12.1%	467	14.1%	14	23.1%	15	19.4%	6	5.7%	3	1.3%	1	13.9%	12	6.9%	10	10.4%	9	4.2%	4	0.0%	0	8.8%	3	11.7%	5	1.4%	1
Good and / or free car parking	9.9%	380	11.5%	12	23.1%	15	12.5%	4	1.4%	1	1.3%	1	8.3%	7	6.9%	10	13.0%	11	5.6%	5	9.7%	3	7.4%	3	13.0%	5	9.7%	6
Attractive environment	6.8%	261	3.8%	4	6.4%	4	13.9%	4	4.3%	2	4.0%	3	12.5%	11	4.2%	6	7.8%	7	2.8%	3	1.4%	0	7.4%	3	3.9%	2	16.7%	10
Department Store	4.1%	157	3.8%	4	2.6%	2	2.8%	1	1.4%	1	5.3%	4	2.8%	2	4.2%	6	14.3%	12	2.8%	3	1.4%	0	1.5%	1	7.8%	3	1.4%	1
Shops are all under one roof / undercover	3.5%	134	12.8%	13	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Good bus service / accessible public transport	3.0%	115	2.6%	3	1.3%	1	1.4%	0	1.4%	1	2.7%	2	4.2%	4	0.0%	0	1.3%	1	0.0%	0	2.8%	1	1.5%	1	3.9%	2	0.0%	0
Shops are close together / compact	2.8%	109	1.3%	1	0.0%	0	6.9%	2	0.0%	0	5.3%	4	1.4%	1	1.4%	2	0.0%	0	5.6%	5	2.8%	1	4.4%	2	3.9%	2	5.6%	3
Cleanliness	2.1%	82	2.6%	3	2.6%	2	2.8%	1	0.0%	0	1.3%	1	0.0%	0	2.8%	4	0.0%	0	1.4%	1	0.0%	0	4.4%	2	1.3%	1	1.4%	1
Restaurant / cafes	1.8%	69	0.0%	0	1.3%	1	0.0%	0	2.9%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	1.3%	1	0.0%	0
Good prices	1.7%	66	1.3%	1	0.0%	0	0.0%	0	2.9%	1	1.3%	1	1.4%	1	1.4%	2	3.9%	3	0.0%	0	1.4%	0	0.0%	0	1.3%	1	1.4%	1
Close to work / en route to work	1.7%	66	1.3%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	5	1.4%	1	1.4%	2	0.0%	0	2.8%	3	0.0%	0	0.0%	0	1.3%	1	2.8%	2
Easily accessible by foot / cycle	1.6%	62	0.0%	0	0.0%	0	2.8%	1	1.4%	1	1.3%	1	2.8%	2	0.0%	0	5.2%	4	1.4%	1	2.8%	1	4.4%	2	1.3%	1	1.4%	1
It's familiar / habit	1.4%	54	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.4%	1	5.6%	8	0.0%	0	2.8%	3	2.8%	1	2.9%	1	1.3%	1	1.4%	1
Markets	1.4%	52	1.3%	1	0.0%	0	1.4%	0	2.9%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.4%	1
Safe and secure	1.3%	51	1.3%	1	3.8%	2	0.0%	0	0.0%	0	1.3%	1	2.8%	2	0.0%	0	0.0%	0	1.4%	1	1.4%	0	1.5%	1	0.0%	0	1.4%	1
It's friendly	0.8%	30	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services (bank, library, hairdresser etc.)	0.6%	25	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warm	0.5%	18	3.8%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything is there that is needed	0.5%	18	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	5.6%	5	0.0%	0	0.0%	0	2.6%	1	1.4%	1
Specific store - Varies	0.4%	16	0.0%	0	1.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.3%	1	0.0%	0
Easily accessible by car	0.4%	15	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.4%	1	1.4%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.3%	1	0.0%	0
Not too busy	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	1.4%	1
Convenience	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Easy to get to	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Good atmosphere	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Specific store - Marks & Spencer	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Bars / pubs / clubs	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
It's outdoors	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good variety of goods available	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All on one level / flat pavements	0.2%	7	2.6%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free/ pedestrianised	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	0.2%	6	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Part of a overall day out	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's not too big	0.1%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get around	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1
Good toilet / changing facilities	0.1%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modern	0.1%	3	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plenty of seating	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and Ride	0.1%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's close to friends / family	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivery service	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cycle parking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It offers clothing in larger sizes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	37	0.0%	0	2.6%	2	1.4%	0	4.3%	2	4.0%	3	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		3857		100		63		30		46		71		87		147		85		95		34		37		40		60
Sample:		3858		78		78		72		70		75		72		72		77		72		72		68		77		72

Q08 What do you dislike about (LOCATION MENTIONED AT Q05) ?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Nothing / very little	54.6%	2106	41.0%	41	53.8%	34	61.1%	18	65.7%	30	50.7%	36	59.7%	52	55.6%	82	55.8%	48	65.3%	62	48.6%	16	51.5%	19	58.4%	23	55.6%	34
Difficult to park	6.8%	261	16.7%	17	7.7%	5	4.2%	1	1.4%	1	6.7%	5	6.9%	6	4.2%	6	3.9%	3	5.6%	5	4.2%	1	4.4%	2	9.1%	4	8.3%	5
Too busy / crowded	6.7%	259	12.8%	13	6.4%	4	4.2%	1	1.4%	1	1.3%	1	5.6%	5	2.8%	4	3.9%	3	5.6%	5	4.2%	1	4.4%	2	3.9%	2	2.8%	2
Lack of non-food stores	6.3%	243	2.6%	3	5.1%	3	5.6%	2	7.1%	3	8.0%	6	6.9%	6	9.7%	14	7.8%	7	0.0%	0	16.7%	6	7.4%	3	3.9%	2	13.9%	8
Traffic congestion	4.5%	175	7.7%	8	5.1%	3	0.0%	0	4.3%	2	9.3%	7	8.3%	7	1.4%	2	5.2%	4	5.6%	5	6.9%	2	5.9%	2	1.3%	1	1.4%	1
Vacant shops	3.7%	142	0.0%	0	2.6%	2	5.6%	2	0.0%	0	8.0%	6	5.6%	5	2.8%	4	2.6%	2	1.4%	1	0.0%	0	7.4%	3	6.5%	3	1.4%	1
Difficult to park near shops	1.8%	68	0.0%	0	2.6%	2	4.2%	1	0.0%	0	4.0%	3	4.2%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	2.6%	1	0.0%	0
Unnatractive environment	1.7%	67	0.0%	0	0.0%	0	0.0%	0	4.3%	2	2.7%	2	0.0%	0	1.4%	2	1.3%	1	2.8%	3	5.6%	2	0.0%	0	1.3%	1	4.2%	3
Other	1.7%	65	2.6%	3	1.3%	1	1.4%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	2	3.9%	3	0.0%	0	1.4%	0	2.9%	1	0.0%	0	0.0%	0
Cost of parking	1.5%	59	1.3%	1	0.0%	0	2.8%	1	2.9%	1	1.3%	1	1.4%	1	0.0%	0	0.0%	0	2.8%	3	0.0%	0	1.5%	1	2.6%	1	2.8%	2
Poor department store offer	1.4%	55	0.0%	0	1.3%	1	5.6%	2	2.9%	1	1.3%	1	0.0%	0	2.8%	4	3.9%	3	1.4%	1	5.6%	2	1.5%	1	1.3%	1	1.4%	1
Lack of foodstores	1.4%	52	1.3%	1	0.0%	0	1.4%	0	1.4%	1	2.7%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.8%	1	1.5%	1	0.0%	0	1.4%	1
Too expensive	1.3%	50	1.3%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	1.4%	1	0.0%	0	0.0%	0	2.6%	1	1.4%	1
Too long / inconvenient journey	1.3%	49	1.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.6%	1	1.4%	1
Youths loitering / anti social behaviour	1.1%	44	0.0%	0	0.0%	0	1.4%	0	2.9%	1	0.0%	0	2.8%	2	2.8%	4	0.0%	0	2.8%	3	2.8%	1	0.0%	0	1.3%	1	1.4%	1
Dirty	1.1%	42	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.3%	1	0.0%	0	4.2%	6	0.0%	0	4.2%	4	6.9%	2	11.8%	4	0.0%	0	0.0%	0
Litter	0.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.6%	8	0.0%	0	2.8%	3	1.4%	0	4.4%	2	3.9%	2	0.0%	0
Too big	0.7%	27	6.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops are too far apart	0.7%	26	0.0%	0	0.0%	0	1.4%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	2.8%	2
Poor bus services	0.7%	26	0.0%	0	1.3%	1	2.8%	1	1.4%	1	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0
Lack of eating and drinking places	0.6%	25	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Poor security for shoppers / cars	0.6%	25	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.6%	2	1.4%	1	2.8%	1	1.5%	1	0.0%	0	0.0%	0
Lack of independant stores	0.6%	22	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market is poor / gone	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.3%	1	0.0%	0
Rude people	0.4%	16	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.3%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Poor access for disabled	0.3%	13	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is too hot / stuffy	0.3%	13	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity / pound shops	0.3%	13	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is outdoors / cold	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stall / Market traders harrass shoppers	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roadworks	0.3%	11	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	2.8%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Lack of clothing / shoe stores	0.3%	11	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Poor accessibility by foot / cycle	0.3%	11	1.3%	1	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough toilets	0.3%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Shopping environment feels enclosed / claustrophobic	0.3%	10	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of stores for the elderly	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Poor seating	0.2%	8	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many mobile phone shops	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops aren't undercover	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor bus station	0.2%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	1.5%	1	1.3%	1	0.0%	0
Poor layout	0.2%	7	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dislike the changes to the location	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Poor quality stores	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor / uneven flooring	0.1%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bullring Shopping Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of specialised stores	0.1%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Not enough disabled parking	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Stores are very / too similar	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor lighting	0.0%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor opening hours	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.8%	71	2.6%	3	6.4%	4	4.2%	1	1.4%	1	5.3%	4	0.0%	0	1.4%	2	1.3%	1	2.8%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Weighted base:		3857		100		63		30		46		71		87		147		85		95		34		37		40		60
Sample:		3858		78		78		72		70		75		72		72		77		72		72		68		77		72

Q09 What would make you shop in or visit (LOCATION MENTIONED AT Q05) more often ?

Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Nothing	61.1%	2358	62.8%	63	71.8%	45	69.4%	21	60.0%	28	57.3%	41	65.3%	57	58.3%	86	62.3%	53	48.6%	46	48.6%	16	57.4%	21	54.5%	22	50.0%	30
More non-food stores	6.2%	238	0.0%	0	2.6%	2	2.8%	1	12.9%	6	12.0%	9	5.6%	5	8.3%	12	5.2%	4	5.6%	5	11.1%	4	4.4%	2	2.6%	1	9.7%	6
More department stores	5.6%	216	1.3%	1	3.8%	2	6.9%	2	5.7%	3	5.3%	4	4.2%	4	15.3%	22	10.4%	9	5.6%	5	13.9%	5	7.4%	3	9.1%	4	12.5%	8
Cheaper parking	4.9%	190	2.6%	3	1.3%	1	5.6%	2	2.9%	1	6.7%	5	2.8%	2	4.2%	6	1.3%	1	9.7%	9	4.2%	1	2.9%	1	10.4%	4	6.9%	4
Easier / more parking	4.2%	163	5.1%	5	6.4%	4	5.6%	2	1.4%	1	12.0%	9	4.2%	4	2.8%	4	0.0%	0	4.2%	4	5.6%	2	5.9%	2	5.2%	2	4.2%	3
More specialist shops	3.0%	115	5.1%	5	3.8%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	7.8%	7	1.4%	1	4.2%	1	4.4%	2	3.9%	2	1.4%	1
Cheaper prices	2.9%	111	6.4%	6	0.0%	0	0.0%	0	1.4%	1	2.7%	2	1.4%	1	1.4%	2	1.3%	1	1.4%	1	2.8%	1	1.5%	1	0.0%	0	5.6%	3
More independent shops	2.8%	107	5.1%	5	6.4%	4	1.4%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	2	5.2%	4	2.8%	3	2.8%	1	4.4%	2	2.6%	1	1.4%	1
Better public transport links	2.2%	84	1.3%	1	3.8%	2	6.9%	2	4.3%	2	1.3%	1	1.4%	1	2.8%	4	0.0%	0	2.8%	3	0.0%	0	5.9%	2	0.0%	0	1.4%	1
More higher order / designer stores	2.1%	81	0.0%	0	2.6%	2	5.6%	2	1.4%	1	2.7%	2	1.4%	1	2.8%	4	2.6%	2	2.8%	3	8.3%	3	2.9%	1	2.6%	1	1.4%	1
More food stores	1.7%	64	1.3%	1	1.3%	1	1.4%	0	0.0%	0	2.7%	2	2.8%	2	0.0%	0	3.9%	3	1.4%	1	5.6%	2	4.4%	2	1.3%	1	2.8%	2
More places to eat / drink	1.3%	48	2.6%	3	1.3%	1	0.0%	0	0.0%	0	1.3%	1	4.2%	4	1.4%	2	1.3%	1	0.0%	0	2.8%	1	2.9%	1	0.0%	0	0.0%	0
More money	1.0%	39	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner environment	0.9%	33	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	2.8%	2	0.0%	0	0.0%	0	6.9%	7	6.9%	2	2.9%	1	1.3%	1	0.0%	0
If it was closer	0.8%	32	1.3%	1	0.0%	0	1.4%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	2	1.3%	1	2.8%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Markets	0.8%	32	1.3%	1	0.0%	0	0.0%	0	1.4%	1	4.0%	3	1.4%	1	0.0%	0	1.3%	1	1.4%	1	2.8%	1	1.5%	1	0.0%	0	1.4%	1
More leisure facilities (e.g. cinema etc.)	0.7%	27	1.3%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.3%	1	1.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Refurbishment of area	0.6%	21	1.3%	1	0.0%	0	0.0%	0	2.9%	1	1.3%	1	1.4%	1	0.0%	0	1.3%	1	1.4%	1	1.4%	0	1.5%	1	0.0%	0	1.4%	1
More clothes / shoe shops	0.5%	21	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	2.8%	2
More special offers	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1
Better disabled access	0.5%	19	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	16	2.6%	3	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More security / better personal safety	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover	0.4%	14	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Better access by car	0.4%	14	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Less busy / crowds	0.3%	12	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
A new / larger supermarket	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a specific store (varied)	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	1.3%	1	0.0%	0
Free parking	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
More toilet facilities	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Stores close together / more compact	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Better quality stores	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
More indoor shopping	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
More shops / choice (general)	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better delivery service	0.1%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Better delivery service	0.1%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More time	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Wider isles	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pedestrianisation	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More services (e.g. bank, library, hairdressers etc.)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.9%	112	1.3%	1	2.6%	2	1.4%	0	5.7%	3	5.3%	4	5.6%	5	2.8%	4	2.6%	2	1.4%	1	4.2%	1	2.9%	1	9.1%	4	4.2%	3
Weighted base:		3857		100		63		30		46		71		87		147		85		95		34		37		40		60
Sample:		3858		78		78		72		70		75		72		72		77		72		72		68		77		72

Q10 How often do you visit (LOCATION MENTIONED AT Q05) in the evenings ?

Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Everyday	0.2%	9	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	2.9%	111	2.6%	3	10.3%	6	0.0%	0	7.1%	3	2.7%	2	1.4%	1	2.8%	4	3.9%	3	0.0%	0	1.4%	0	1.5%	1	0.0%	0	4.2%	3
1 day a week	6.4%	245	12.8%	13	5.1%	3	1.4%	0	5.7%	3	1.3%	1	5.6%	5	2.8%	4	7.8%	7	2.8%	3	6.9%	2	4.4%	2	6.5%	3	1.4%	1
Once every 2 weeks	4.7%	181	7.7%	8	7.7%	5	1.4%	0	8.6%	4	1.3%	1	2.8%	2	2.8%	4	7.8%	7	4.2%	4	0.0%	0	5.9%	2	2.6%	1	4.2%	3
Once every month	10.3%	397	11.5%	12	12.8%	8	5.6%	2	4.3%	2	5.3%	4	8.3%	7	8.3%	12	10.4%	9	4.2%	4	9.7%	3	14.7%	5	13.0%	5	4.2%	3
Once a quarter	7.5%	290	10.3%	10	6.4%	4	6.9%	2	2.9%	1	0.0%	0	4.2%	4	5.6%	8	6.5%	6	2.8%	3	9.7%	3	7.4%	3	6.5%	3	5.6%	3
Less often than once a quarter	8.6%	331	10.3%	10	7.7%	5	6.9%	2	10.0%	5	6.7%	5	8.3%	7	6.9%	10	15.6%	13	15.3%	15	6.9%	2	2.9%	1	13.0%	5	13.9%	8
Never	58.6%	2261	44.9%	45	47.4%	30	77.8%	23	57.1%	26	81.3%	58	69.4%	60	70.8%	104	45.5%	39	70.8%	67	65.3%	22	63.2%	24	58.4%	23	66.7%	40
(Don't know)	0.5%	18	0.0%	0	1.3%	1	0.0%	0	2.9%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		3857		100		63		30		46		71		87		147		85		95		34		37		40		60
Sample:		3858		78		78		72		70		75		72		72		77		72		72		68		77		72

Q11 What would make you stay longer in (LOCATION MENTIONED AT Q05) to use it in the evenings?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Nothing	77.7%	2998	83.3%	83	83.3%	53	72.2%	22	77.1%	36	74.7%	53	86.1%	75	80.6%	118	72.7%	62	66.7%	63	79.2%	27	77.9%	29	79.2%	32	61.1%	37
Late night shopping	5.1%	196	2.6%	3	5.1%	3	4.2%	1	2.9%	1	2.7%	2	4.2%	4	2.8%	4	10.4%	9	6.9%	7	2.8%	1	4.4%	2	3.9%	2	13.9%	8
More restaurants	3.7%	143	2.6%	3	2.6%	2	4.2%	1	1.4%	1	2.7%	2	2.8%	2	4.2%	6	1.3%	1	4.2%	4	5.6%	2	0.0%	0	0.0%	0	8.3%	5
Better police presence	2.1%	79	0.0%	0	1.3%	1	2.8%	1	4.3%	2	6.7%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	5.6%	2	2.9%	1	2.6%	1	2.8%	2
More bars	1.4%	54	1.3%	1	0.0%	0	1.4%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	1.0%	40	0.0%	0	0.0%	0	2.8%	1	1.4%	1	5.3%	4	0.0%	0	4.2%	6	2.6%	2	2.8%	3	0.0%	0	1.5%	1	2.6%	1	2.8%	2
Better accessibility by bus	1.0%	38	1.3%	1	1.3%	1	2.8%	1	4.3%	2	1.3%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	2.6%	1	0.0%	0
Other	0.7%	25	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1
More late night car parks	0.6%	25	1.3%	1	1.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	0	0.0%	0	1.3%	1	1.4%	1
More security / better personal safety	0.5%	21	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.2%	4	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.5%	21	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Theatre	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	4	1.4%	0	0.0%	0	2.6%	1	0.0%	0
Better lighting	0.4%	16	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0
More shops	0.4%	15	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More general entertainment	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	1.4%	1
More money	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	0.4%	14	1.3%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More child-friendly facilities	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cheaper / free parking	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Live music / gigs	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0
More family orientated facilities	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events that cater for the elderly	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less gangs	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shows at the theatre	0.2%	7	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
More time / less working hours	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
More events in the city centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper taxis	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Babysitting service	0.1%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better accessibility by train	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pubs / restaurants	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not so busy / less crowding	0.1%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coffee shops / cafes open later	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lift smoking ban	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't Know)	3.2%	122	1.3%	1	5.1%	3	5.6%	2	5.7%	3	2.7%	2	2.8%	2	4.2%	6	2.6%	2	2.8%	3	1.4%	0	7.4%	3	0.0%	0	1.4%	1
Weighted base:		3857		100		63		30		46		71		87		147		85		95		34		37		40		60
Sample:		3858		78		78		72		70		75		72		72		77		72		72		68		77		72

Q12 Where do you do most of your households shopping for furniture, floor coverings and household textiles ?

(Not including internet / catalogue / mail order / tv shopping or don't buy at Q12)

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Birmingham	8.2%	284	4.8%	4	8.2%	4	4.8%	1	3.1%	1	3.1%	2	3.1%	2	2.9%	4	9.0%	7	1.4%	1	13.0%	4	9.1%	3	1.5%	1	2.9%	2
Wolverhampton	6.1%	211	0.0%	0	0.0%	0	6.3%	2	1.6%	1	1.5%	1	3.1%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	3.0%	1	2.9%	2
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	5.2%	180	3.2%	3	0.0%	0	0.0%	0	12.5%	5	12.3%	8	29.7%	23	0.0%	0	1.5%	1	4.1%	4	8.7%	3	4.5%	2	1.5%	1	1.4%	1
Merry Hill (Shopping Centre)	4.3%	149	22.6%	18	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	3.6%	123	0.0%	0	0.0%	0	0.0%	0	32.8%	14	29.2%	18	7.8%	6	1.4%	2	1.5%	1	26.0%	25	21.7%	7	18.2%	7	9.0%	3	4.3%	3
Cannock	2.8%	97	0.0%	0	0.0%	0	25.4%	7	0.0%	0	1.5%	1	0.0%	0	24.3%	35	3.0%	2	9.6%	9	2.9%	1	1.5%	1	31.3%	11	18.8%	11
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	2.6%	89	9.7%	8	11.5%	6	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Dudley	2.4%	83	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	2.3%	80	0.0%	0	0.0%	0	3.2%	1	0.0%	0	1.5%	1	0.0%	0	30.0%	43	0.0%	0	5.5%	5	5.8%	2	0.0%	0	11.9%	4	14.5%	8
Kidderminster	2.3%	79	3.2%	3	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	2.0%	69	0.0%	0	1.6%	1	0.0%	0	6.3%	3	6.2%	4	6.3%	5	0.0%	0	1.5%	1	5.5%	5	2.9%	1	6.1%	2	1.5%	1	0.0%	0
Other	2.0%	68	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	2	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	2.0%	68	0.0%	0	3.3%	2	1.6%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.0%	1	1.5%	1	0.0%	0
Oldbury	1.4%	48	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher,	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Poundland, Peac																												
Solihull	1.1%	38	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.4%	1	1.4%	0	0.0%	0	0.0%	0	1.4%	1
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	1.1%	37	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	1.0%	35	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
B&Q, Mucklow Hill, Halesowen	0.9%	29	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.8%	28	0.0%	0	0.0%	0	0.0%	0	6.3%	3	4.6%	3	3.1%	2	0.0%	0	0.0%	0	5.5%	5	1.4%	0	7.6%	3	1.5%	1	0.0%	0
Lichfield	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	19.4%	14	0.0%	0	2.9%	1	0.0%	0	0.0%	0	8.7%	5
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.7%	24	3.2%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.7%	23	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Homebase, Chester Road, New Oscott	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.6%	19	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	12	0.0%	0	0.0%	0	1.4%	0	0.0%	0	4.5%	2	1.4%	1
Redditch	0.6%	19	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington	0.6%	19	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores,	0.5%	19	1.6%	1	0.0%	0	0.0%	0	3.1%	1	6.2%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.4%	1

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
M&S Outlet)																												
Bromsgrove	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.5%	19	9.7%	8	9.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.5%	18	0.0%	0	0.0%	0	15.9%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.9%	2
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.5%	18	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.0%	0	1.4%	1	1.4%	0	0.0%	0	1.5%	1	2.9%	2
Aldridge	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Business Park, Bilston	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Selly Oak	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.4%	14	0.0%	0	0.0%	0	0.0%	0	7.8%	3	1.5%	1	4.7%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	0	6.1%	2	0.0%	0	0.0%	0
Halesowen	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.3%	10	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Birchley Industrial Estate, Oldbury	0.2%	8	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks,	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.5%	1	0.0%	0	0.0%	0

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste														
Kingswinford	0.2% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Ventura Retail Park, Tamworth	0.2% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.4% 2	1.5% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Droitwich	0.2% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Bloxwich	0.2% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.5% 1	0.0% 0	0.0% 0	0.0% 0	4.1% 4	0.0% 0	0.0% 0	3.0% 1	0.0% 0
B&Q, Jinnah Road, Redditch	0.2% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Harborne	0.2% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Coles, Great Bridge Road, Bilston	0.2% 5	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.6% 1	0.0% 0	0.0% 0	1.4% 1	0.0% 0	0.0% 0	1.5% 1	0.0% 0
Forge Retail Park, Telford	0.2% 5	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
The Fort Retail Park, Erdington	0.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Focus, Lichfield Road, Wolverhampton	0.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
B&Q, New Road, Stourbridge	0.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Stourport	0.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
B&Q, Green Street, Kidderminster	0.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Cradley Heath	0.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Willenhall	0.1% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.5% 1	0.0% 0
Allied Carpets, Station Drive, Brierley Hill	0.1% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Stafford Road (Three Tuns)	0.1% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.4% 1
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.1% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Brownhills	0.1% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.4% 0	0.0% 0	0.0% 0	0.0% 0
Bridgnorth	0.1% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Darlaston	0.1% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.6% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.4% 1
Burntwood	0.1% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.3% 3
Shrewsbury	0.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Focus, Dudley Road, Kingswinford	0.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Marshall Lake Retail Park, Solihull	0.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rugby	0.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
B&Q, Harborne Lane, Selly	0.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Oak																												
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warstones Road	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensville Retail Park, Stafford	0.0%	2	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton (JJB Sports, Fabric Warehouse/Bensons, United Carpet Mill, Focus)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove (Focus, Lush Furniture)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cedars Business Park, North Street, Cannock (Carol's Megastore, Motor Mania, Tile Shack, Factory Seconds)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Coppice Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Aldridge																												
The Chase Centre, Church Street, Cannock (CBS Clothing, Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	24.7%	853	32.3%	26	39.3%	19	23.8%	6	17.2%	7	23.1%	14	18.7%	14	17.1%	24	25.4%	19	28.8%	28	21.7%	7	34.8%	13	22.4%	8	18.8%	11
Weighted base:		3451		79		49		26		42		62		77		143		74		96		32		36		35		58
Sample:		3439		62		61		63		64		65		64		70		67		73		69		66		67		69

Q13 Where do you do most of your households shopping for DIY and decorating goods ?
(Not including internet / catalogue / mail order / tv shopping or don't buy at Q13)

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
B&Q, Mucklow Hill, Halesowen	10.9%	429	14.6%	15	32.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
B&Q, Spring Vale Business Park, Bilston	8.4%	333	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.4%	1	0.0%	0	0.0%	0	2.5%	3	0.0%	0	1.4%	1	2.5%	1	1.4%	1
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	8.4%	331	0.0%	0	0.0%	0	0.0%	0	38.9%	19	33.3%	24	69.9%	61	0.0%	0	0.0%	0	19.0%	20	32.9%	11	44.9%	17	0.0%	0	0.0%	0
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.5%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other	3.1%	120	2.4%	3	0.0%	0	1.4%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	5.4%	4	1.3%	1	0.0%	0	0.0%	0	1.3%	1	2.7%	2
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	2.8%	109	0.0%	0	0.0%	0	25.7%	8	0.0%	0	0.0%	0	0.0%	0	36.8%	57	5.4%	4	2.5%	3	1.4%	0	0.0%	0	20.3%	8	19.2%	12
Homebase, Chester Road, New Oscott	2.6%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	2.6%	101	1.2%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	2.3%	92	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	2.1%	82	0.0%	0	0.0%	0	20.0%	6	1.4%	1	0.0%	0	0.0%	0	18.4%	29	5.4%	4	8.9%	9	1.4%	0	1.4%	1	39.2%	16	15.1%	9
Kidderminster	1.9%	74	2.4%	3	7.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	1.9%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Road, Stourbridge	1.8%	69	32.9%	35	20.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin	1.7%	67	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	22.4%	35	0.0%	0	3.8%	4	1.4%	0	0.0%	0	16.5%	7	17.8%	11

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos																												
Walsall	1.7%	67	0.0%	0	0.0%	0	0.0%	0	29.2%	14	22.7%	16	5.5%	5	0.0%	0	0.0%	0	12.7%	13	6.8%	2	8.7%	3	3.8%	2	1.4%	1
Birmingham	1.7%	65	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.4%	1	0.0%	0	1.4%	1
B&Q, Green Street, Kidderminster	1.5%	58	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	1.5%	58	0.0%	0	0.0%	0	0.0%	0	5.6%	3	9.3%	7	13.7%	12	0.0%	0	0.0%	0	8.9%	9	2.7%	1	8.7%	3	2.5%	1	0.0%	0
Selly Oak	1.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Dudley Road, Kingswinford	1.3%	52	8.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	1.2%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Lichfield Road, Wolverhampton	1.1%	44	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	1.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	1.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Coppice Lane, Aldridge	1.0%	39	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	16.4%	6	5.8%	2	0.0%	0	0.0%	0
Dudley	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.8%	31	0.0%	0	0.0%	0	0.0%	0	4.2%	2	13.3%	9	0.0%	0	0.0%	0	0.0%	0	10.1%	11	1.4%	0	1.4%	1	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.8%	30	8.5%	9	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.7%	29	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lichfield	0.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Wickes, Holyhead Road, Handsworth	0.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.7%	27	7.3%	8	12.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Focus, Ferrie Grove, Brownhills	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	4.1%	1	0.0%	0	0.0%	0	13.7%	8
Wickes, Aldridge Road, Perry Barr	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Kingswinford	0.6%	22	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams,	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Comet, Poundstretcher, Poundland, Peac																												
Sutton Coldfield	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	1.4%	0	1.4%	1	0.0%	0	0.0%	0
Brownhills	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0	4.1%	3
B&Q, Harborne Lane, Selly Oak	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton (JJB Sports, Fabric Warehouse/Bensons, United Carpet Mill, Focus)	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	3	11.0%	4	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Wickes, Lichfield Road, Cannock	0.4%	16	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	12	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Telford	0.4%	14	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.3%	13	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	0.3%	13	1.2%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.3%	12	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	2.7%	1	1.4%	1	0.0%	0	1.4%	1
B&Q, New Street, West Bromwich	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.3%	12	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.3%	11	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove (Focus, Lush Furniture)	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park,	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Telford																												
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.2%	10	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ash Tree Road, Stirchley	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Prospect Road, Mucklow Hill, Halesowen	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Stirchley	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.7%	1	1.4%	1	0.0%	0	0.0%	0
Northfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.2%	7	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sedgley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Marshall Lake Road, Solihull	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lichfield Road, Stafford	0.1%	6	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Fox's Lane, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.1%	5	0.0%	0	0.0%	0	12.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cape Hill	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park,	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)																														
Erdington	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tame Valley Industrial Estate, Tamworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Blockbuster, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Church Street, Lichfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Ventura Retail Park, Tamworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Centre, Church Street, Cannock (CBS Clothing, Blockbuster)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blockbuster, Dudley Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Spring Vale Way, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Newcastle Under Lyme	0.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	0.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Old Hednesford Road, Cannock (Pet supplies, City Plumbing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	7.9%	311	13.4%	14	9.0%	6	8.6%	3	9.7%	5	5.3%	4	4.1%	4	9.2%	14	8.1%	7	10.1%	11	5.5%	2	13.0%	5	6.3%	3	8.2%	5
Weighted base:		3939		105		63		29		48		71		88		155		82		104		34		38		41		61
Sample:		3924		82		78		70		72		75		73		76		74		79		73		69		79		73

Q14 Where do you do most of your households shopping for domestic appliances such as washing machines, fridges cookers and kettles ?
(Not including internet / catalogue / mail order / tv shopping or don't buy at Q14)

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	6.8%	258	0.0%	0	0.0%	0	0.0%	0	33.8%	16	23.2%	15	62.7%	57	1.6%	2	1.4%	1	18.9%	18	27.5%	9	35.7%	14	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	6.6%	247	0.0%	0	0.0%	0	4.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	3	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	5.4%	204	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.1%	2	1.4%	1
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	4.8%	180	16.3%	17	31.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.7%	178	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	4.1%	157	21.3%	22	10.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	3.6%	137	0.0%	0	0.0%	0	11.0%	3	0.0%	0	2.9%	2	0.0%	0	51.6%	65	0.0%	0	8.1%	8	4.3%	1	0.0%	0	33.8%	13	28.6%	17
Birmingham	3.2%	122	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.9%	1	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	3.0%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	4.3%	2	0.0%	0	0.0%	0
Other	3.0%	112	2.5%	3	0.0%	0	5.5%	2	0.0%	0	1.5%	1	0.0%	0	3.2%	4	1.4%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	4.3%	3
Oldbury Retail Park, Oldbury Ringway	2.3%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
(Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph																														
Wednesbury	2.0%	77	0.0%	0	0.0%	0	0.0%	0	7.0%	3	13.0%	9	10.7%	10	0.0%	0	1.4%	1	10.8%	11	5.8%	2	5.7%	2	0.0%	0	0.0%	0
Walsall	2.0%	74	0.0%	0	0.0%	0	0.0%	0	19.7%	9	21.7%	14	2.7%	2	1.6%	2	0.0%	0	17.6%	17	11.6%	4	11.4%	4	0.0%	0	0.0%	0
Sutton Coldfield	1.9%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Cannock	1.8%	68	0.0%	0	0.0%	0	17.8%	5	0.0%	0	1.5%	1	0.0%	0	19.4%	24	1.4%	1	10.8%	11	2.9%	1	0.0%	0	33.8%	13	12.9%	8
Stourbridge	1.7%	63	26.3%	27	14.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	1.6%	59	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	1.5%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	1.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	1.4%	54	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	1.3%	49	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	1.3%	48	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	1.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	1.2%	44	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	39.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	9
West Bromwich	1.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	1.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	1.0%	40	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	1.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Bilston	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.8%	29	0.0%	0	0.0%	0	15.1%	5	0.0%	0	0.0%	0	0.0%	0	9.7%	12	0.0%	0	2.7%	3	5.8%	2	0.0%	0	2.7%	1	2.9%	2
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright,	0.7%	28	0.0%	0	0.0%	0	0.0%	0	22.5%	11	4.3%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	7.2%	2	20.0%	8	0.0%	0	1.4%	1

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Comet, Halfords, Pets at Home, Matalan)																												
Solihull	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.9%	1	1.4%	1	0.0%	0	0.0%	0
Oldbury	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.5%	19	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.9%	1	1.4%	1	0.0%	0	0.0%	0
Telford	0.4%	16	0.0%	0	0.0%	0	8.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.4%	15	6.3%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.4%	15	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.9%	2	4.0%	4	0.0%	0	1.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.4%	14	2.5%	3	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	9.5%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Wednesfield	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Wallsall Road, Willenhall	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Stourport	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.2%	6	0.0%	0	0.0%	0	17.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Burntwood	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	5
Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Makro, Halesowen	0.1%	5	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Business Park, Bilston	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Marshall Lake Retail Park, Solihull	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Burton upon Trent	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
B&Q, Bridge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Keyway Retail Park, Amrstrong Way, Willenhall (Jollye's pet supplies, Staples, Blockbuster)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.1%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Darlaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadmoor	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	11.9%	447	21.3%	22	13.5%	8	16.4%	5	9.9%	5	13.0%	9	10.7%	10	11.3%	14	6.9%	6	12.2%	12	8.7%	3	7.1%	3	21.6%	8	18.6%	11
Weighted base:		3773		102		60		30		47		65		90		126		81		98		32		38		38		59
Sample:		3785		80		74		73		71		69		75		62		73		74		69		70		74		70

Q15 Where do you do most of your households shopping for TV, Hi-Fi, Radio, photographic and computer equipment ?
(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q15)

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	7.6%	266	0.0%	0	0.0%	0	1.6%	0	31.9%	15	24.6%	14	63.2%	58	3.4%	4	1.5%	1	15.7%	15	35.8%	11	35.4%	13	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	6.5%	228	0.0%	0	0.0%	0	3.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	6.2%	217	26.2%	20	45.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	5.4%	189	0.0%	0	0.0%	0	4.9%	1	0.0%	0	3.3%	2	1.3%	1	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	4.5%	2	1.6%	1
Merry Hill (Shopping Centre)	5.0%	177	31.1%	24	13.3%	8	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.8%	168	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Birmingham	3.6%	128	3.3%	3	1.3%	1	1.6%	0	1.4%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	4.6%	2	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	3.3%	116	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0
Walsall	2.8%	97	0.0%	0	0.0%	0	0.0%	0	22.2%	11	19.7%	11	5.3%	5	1.7%	2	3.0%	2	18.6%	17	20.9%	7	9.2%	3	3.0%	1	1.6%	1
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	2.7%	97	0.0%	0	0.0%	0	3.3%	1	0.0%	0	1.6%	1	0.0%	0	37.9%	45	0.0%	0	5.7%	5	0.0%	0	0.0%	0	28.4%	10	27.0%	14
Oldbury Retail Park, Oldbury Ringway	2.5%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
(Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph																												
Other	2.4%	85	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	1.3%	1	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	3.2%	2
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	2.0%	69	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	1.9%	68	0.0%	0	0.0%	0	19.7%	5	0.0%	0	0.0%	0	0.0%	0	22.4%	27	1.5%	1	12.9%	12	3.0%	1	0.0%	0	34.3%	12	7.9%	4
Wednesbury	1.8%	64	0.0%	0	0.0%	0	0.0%	0	5.6%	3	14.8%	9	7.9%	7	0.0%	0	0.0%	0	14.3%	13	6.0%	2	4.6%	2	1.5%	1	0.0%	0
Bearwood	1.8%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	1.5%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	1.5%	51	0.0%	0	8.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	1.4%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Lichfield	1.3%	45	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	41.8%	31	0.0%	0	0.0%	0	0.0%	0	1.5%	1	19.0%	10
Halesowen	1.3%	45	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	1.1%	37	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.5%	1	0.0%	0	0.0%	0
Sedgley	1.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.9%	32	14.8%	12	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	0.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.7%	23	0.0%	0	0.0%	0	13.1%	3	0.0%	0	0.0%	0	0.0%	0	6.9%	8	0.0%	0	2.9%	3	3.0%	1	0.0%	0	4.5%	2	1.6%	1
Oldbury	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright,	0.6%	20	0.0%	0	0.0%	0	0.0%	0	15.3%	7	3.3%	2	2.6%	2	0.0%	0	0.0%	0	1.4%	1	3.0%	1	18.5%	7	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Comet, Halfords, Pets at Home, Matalan)																												
Wednesfield	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.5%	16	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.4%	15	0.0%	0	0.0%	0	0.0%	0	2.8%	1	3.3%	2	3.9%	4	0.0%	0	1.5%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	1.6%	1
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.5%	1	0.0%	0	0.0%	0
Cradley Heath	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.3%	11	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.2%	7	0.0%	0	0.0%	0	22.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Aldridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Darlaston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadmoor	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	4
Ventura Retail Park, Tamworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Comet, Wallsall Road, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Brierley Hill High Street	0.1%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Forge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warstones Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Station Drive, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Amrstrong Way, Willenhall (Jollye's pet	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
supplies, Staples, Blockbuster)																												
Staples, Tildasley Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	13.0%	458	14.8%	12	17.3%	11	16.4%	4	18.1%	9	16.4%	9	9.2%	8	17.2%	20	13.4%	10	14.3%	13	9.0%	3	9.2%	3	16.4%	6	20.6%	11
Weighted base:		3515		78		61		25		48		58		91		118		74		92		31		36		35		53
Sample:		3520		61		75		61		72		61		76		58		67		70		67		65		67		63

Q16 Where do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass and cosmetics ?
(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q16)

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Birmingham	17.7%	583	7.1%	6	7.0%	4	7.3%	2	17.6%	6	10.3%	6	1.7%	1	1.8%	2	13.7%	11	12.7%	11	18.0%	5	26.2%	9	6.5%	2	11.3%	6
Wolverhampton	12.3%	404	0.0%	0	0.0%	0	9.1%	2	0.0%	0	6.9%	4	6.8%	5	3.6%	4	0.0%	0	4.8%	4	0.0%	0	0.0%	0	14.5%	5	1.6%	1
Merry Hill (Shopping Centre)	11.9%	394	40.0%	36	32.4%	19	1.8%	0	0.0%	0	0.0%	0	5.1%	4	1.8%	2	0.0%	0	3.2%	3	1.6%	0	0.0%	0	1.6%	1	0.0%	0
Walsall	8.2%	270	0.0%	0	0.0%	0	0.0%	0	64.7%	22	63.8%	35	42.4%	30	3.6%	4	1.4%	1	49.2%	41	63.9%	18	53.8%	19	27.4%	9	12.9%	7
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	5.9%	194	17.1%	15	32.4%	19	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	3.0%	99	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	9.6%	8	0.0%	0	1.6%	0	6.2%	2	1.6%	1	3.2%	2
Cannock	2.5%	82	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	52.7%	59	1.4%	1	1.6%	1	0.0%	0	0.0%	0	24.2%	8	9.7%	5
Kidderminster	2.4%	78	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.8%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Lichfield	1.8%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	41.1%	33	1.6%	1	3.3%	1	0.0%	0	1.6%	1	30.6%	16
Redditch	1.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	1.5%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.4%	48	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	1.4%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	1.4%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	1.6%	1
Bromsgrove	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	1.2%	40	0.0%	0	0.0%	0	18.2%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.8%	2	1.6%	1
Stourbridge	1.0%	31	24.3%	22	12.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	0.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.6%	18	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.4%	14	0.0%	0	0.0%	0	40.0%	9	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Oldbury	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.3%	10	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	3.1%	1	0.0%	0	0.0%	0
Wednesbury	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.7%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Bloxwich	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Willenhall	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Bridgnorth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Great Barr	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Forge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Upon Avon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Cape Hill Retail Park, Smethwick (Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	11.5%	379	11.4%	10	9.9%	6	16.4%	4	11.8%	4	8.6%	5	16.9%	12	18.2%	20	9.6%	8	9.5%	8	6.6%	2	7.7%	3	12.9%	4	16.1%	8
Weighted base:		3301		89		57		23		34		55		71		112		81		83		28		36		32		52
Sample:		3287		70		71		55		51		58		59		55		73		63		61		65		62		62

Q17 Do you take part in any of the following leisure or cultural activities ?

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Cinema	46.1%	2073	47.8%	55	48.2%	33	37.4%	13	41.7%	23	37.2%	30	44.6%	45	34.1%	59	54.1%	51	54.1%	61	49.4%	19	45.8%	21	42.2%	18	43.4%	30
Pubs / clubs	46.9%	2111	41.1%	47	51.8%	36	43.4%	15	44.0%	24	39.5%	32	43.4%	43	43.5%	75	52.9%	50	56.5%	63	50.6%	20	48.2%	22	55.4%	24	57.8%	40
Restaurants/Eating Out	73.3%	3299	73.3%	84	70.6%	49	78.3%	27	73.8%	41	59.3%	48	71.1%	71	77.6%	135	85.9%	81	75.3%	84	83.1%	32	85.5%	39	77.1%	33	73.5%	51
(None of these)	15.9%	714	17.8%	20	18.8%	13	15.7%	5	17.9%	10	29.1%	24	18.1%	18	11.8%	20	11.8%	11	14.1%	16	10.8%	4	10.8%	5	15.7%	7	10.8%	8
Weighted base:		4501		115		69		35		56		81		100		173		94		112		39		45		43		70
Sample:		4501		90		85		83		84		86		83		85		85		85		83		83		83		83

Q18 Where do you go most often to visit the cinema ?
Those who visit the cinema at Q17

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Showcase Cinema, Castlegate Way, Birmingham New Road, Dudley, DY1 4TA	16.4%	339	27.9%	15	22.0%	7	0.0%	0	2.9%	1	3.1%	1	24.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	2.8%	1
Cineworld, Bentley Bridge Leisure Park, Wednesdfield, WV11 1TZ	14.0%	290	0.0%	0	0.0%	0	16.1%	2	8.6%	2	34.4%	10	8.1%	4	17.2%	10	0.0%	0	34.8%	21	7.3%	1	7.9%	2	60.0%	11	5.6%	2
Empire, Great park, Rubery, Birmingham, B45 9NY	12.3%	255	0.0%	0	12.2%	4	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema, Bentley Mill Way, Walsall, WS2 0LE	11.6%	241	0.0%	0	0.0%	0	25.8%	3	65.7%	15	59.4%	18	56.8%	25	58.6%	35	0.0%	0	52.2%	32	78.0%	15	52.6%	11	37.1%	7	16.7%	5
Odeon, Merry Hill Shopping Centre, Dudley, DY5 1SY	9.7%	201	62.8%	35	56.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Cineworld, Broad Street, Birmingham, B15 1DA	4.7%	97	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
AMC Theatres, Ladywood Road, Broadway Plaza, Birmingham, B16 8EU	4.2%	88	0.0%	0	2.4%	1	0.0%	0	8.6%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.4%	0	2.6%	1	0.0%	0	2.8%	1
Other	3.6%	75	2.3%	1	0.0%	0	25.8%	3	0.0%	0	0.0%	0	2.7%	1	0.0%	0	8.7%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Star City, Watson Road, Birmingham, B7 5SA	3.3%	68	0.0%	0	0.0%	0	6.5%	1	2.9%	1	0.0%	0	5.4%	2	10.3%	6	2.2%	1	6.5%	4	12.2%	2	13.2%	3	0.0%	0	5.6%	2
Showcase Cinema, Kingsbury Road, Birmingham, B24 9QE	3.3%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Odeon, Bolbridge Street, Tamworth, B79 7PB	2.7%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	6	67.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.2%	14
Reel Cinema, Hagley Road West, Halesowen, B62 9AS	2.2%	45	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Light House Cinema, The Chubb Buildings, Fryer Street, Wolverhampton, WV1 1HT	1.5%	31	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Street, Birmingham, B2 4ST	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warehouse, Green Street, Kidderminster	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel / Majestic Cinema, Whitburn Street, Bridgnorth, Shropshire, WV16 4QP	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Foregate, Telford	0.4%	8	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Cineworld, Mill Lane Arcade, Touchwood, Solihull, B91 3GS	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Cinema, Birmingham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Picture House, Walsall Road, Cannock, WS11 0HE	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imax Theatre, Curzon Street, Birmingham, B4 7XG	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Telford	0.1%	2	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	5.8%	121	4.7%	3	7.3%	2	12.9%	2	0.0%	0	3.1%	1	2.7%	1	3.4%	2	10.9%	6	0.0%	0	0.0%	0	7.9%	2	2.9%	1	16.7%	5
Weighted base:		2073		55		33		13		23		30		45		59		51		61		19		21		18		30
Sample:		2016		43		41		31		35		32		37		29		46		46		41		38		35		36

Q19 What town centre do you visit most often for pubs / clubs ?

Those who visit pubs / clubs at Q17

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Birmingham	16.5%	349	5.4%	3	13.6%	5	0.0%	0	10.8%	3	2.9%	1	8.3%	4	8.1%	6	0.0%	0	6.3%	4	9.5%	2	12.5%	3	0.0%	0	2.1%	1
Wolverhampton	8.6%	181	0.0%	0	0.0%	0	5.6%	1	0.0%	0	8.8%	3	2.8%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.5%	1	4.3%	1	2.1%	1
Other	5.6%	119	5.4%	3	2.3%	1	16.7%	3	0.0%	0	0.0%	0	0.0%	0	10.8%	8	0.0%	0	6.3%	4	4.8%	1	0.0%	0	6.5%	2	0.0%	0
Walsall	5.3%	112	0.0%	0	0.0%	0	0.0%	0	59.5%	15	58.8%	19	22.2%	10	2.7%	2	0.0%	0	29.2%	18	47.6%	9	62.5%	14	10.9%	3	2.1%	1
Cannock	3.8%	81	0.0%	0	0.0%	0	5.6%	1	0.0%	0	2.9%	1	0.0%	0	64.9%	49	0.0%	0	16.7%	11	0.0%	0	0.0%	0	54.3%	13	6.3%	3
Sutton Coldfield	3.1%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.1%	1	4.8%	1	0.0%	0	2.2%	1	0.0%	0
Lichfield	3.1%	65	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	80.0%	40	4.2%	3	7.1%	1	2.5%	1	0.0%	0	25.0%	10
Bromsgrove	2.7%	58	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	2.7%	58	27.0%	13	38.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	2.4%	50	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	2.0%	43	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.9%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Kidderminster	1.9%	40	2.7%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	1.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	1.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	1.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	1.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	1.1%	23	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	1.0%	21	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	1.0%	21	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	1.0%	20	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	27.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	15
Bridgnorth	0.6%	13	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.6%	12	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetly	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.3%	7	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall	0.3%	7	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhill Village	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Pelsall	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley	0.3%	6	8.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnt Green	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsnorton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge	0.2%	5	0.0%	0	0.0%	0	25.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.2%	5	8.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Village	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.2%	4	0.0%	0	0.0%	0	16.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent	0.2%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.1%	3	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston	0.1%	3	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Town	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Hagley	0.1%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Hanley	0.1%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Stratford Upon Avon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	13.0%	274	27.0%	13	13.6%	5	27.8%	4	21.6%	5	5.9%	2	16.7%	7	10.8%	8	4.4%	2	8.3%	5	14.3%	3	15.0%	3	13.0%	3	20.8%	8
Weighted base:		2111		47		36		15		24		32		43		75		50		63		20		22		24		40
Sample:		2093		37		44		36		37		34		36		37		45		48		42		40		46		48

Q20 What town centre do you visit most often for restaurants/eating out?

Those who visit restaurants / eat out at Q17

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Birmingham	16.4%	542	9.1%	8	11.7%	6	1.5%	0	25.8%	11	9.8%	5	6.8%	5	4.5%	6	1.4%	1	4.7%	4	13.0%	4	15.5%	6	1.6%	1	3.3%	2
Wolverhampton	7.8%	258	0.0%	0	0.0%	0	7.7%	2	0.0%	0	7.8%	4	11.9%	8	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Other	4.2%	139	4.5%	4	1.7%	1	6.2%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	8	0.0%	0	1.6%	1	1.4%	0	0.0%	0	3.1%	1	1.6%	1
Walsall	4.0%	131	0.0%	0	0.0%	0	0.0%	0	32.3%	13	31.4%	15	22.0%	16	1.5%	2	0.0%	0	29.7%	25	23.2%	7	32.4%	13	7.8%	3	0.0%	0
Cannock	3.8%	126	0.0%	0	0.0%	0	6.2%	2	1.6%	1	2.0%	1	0.0%	0	56.1%	75	0.0%	0	12.5%	11	7.2%	2	0.0%	0	50.0%	17	8.2%	4
Lichfield	3.4%	111	0.0%	0	0.0%	0	1.5%	0	11.3%	5	3.9%	2	0.0%	0	3.0%	4	76.7%	62	4.7%	4	5.8%	2	7.0%	3	1.6%	1	29.5%	15
Dudley	3.2%	106	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sutton Coldfield	2.8%	93	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	1.5%	2	4.1%	3	0.0%	0	2.9%	1	2.8%	1	0.0%	0	1.6%	1
Bromsgrove	2.4%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	2.3%	77	1.5%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	2.1%	70	25.8%	22	35.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	1.6%	52	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	1.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	1.1%	37	0.0%	0	3.3%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Harborne	1.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	1.1%	35	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	1.1%	35	3.0%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	1.0%	34	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	1.0%	32	0.0%	0	0.0%	0	0.0%	0	3.2%	1	3.9%	2	0.0%	0	1.5%	2	0.0%	0	4.7%	4	1.4%	0	1.4%	1	1.6%	1	4.9%	3
Aldridge	1.0%	32	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	3	4.2%	2	0.0%	0	1.6%	1
West Bromwich	1.0%	32	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.0%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wednesbury	0.9%	28	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Willenhall	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	1.7%	1	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.7%	22	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.5%	16	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.5%	16	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.4%	14	4.5%	4	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.4%	13	0.0%	0	0.0%	0	12.3%	3	0.0%	0	2.0%	1	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	13
Cradley Heath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.3%	9	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge	0.3%	8	0.0%	0	0.0%	0	23.1%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Blackheath	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	7	2.9%	1	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Tettenhill Village	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsnorton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver	0.2%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley	0.2%	6	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.1%	5	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	0.1%	4	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent	0.1%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Upon Avon	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Moseley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Village	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0
Chase Town	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wordsley	0.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Newcastle Under Lyme	0.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	22.9%	756	36.4%	31	20.0%	10	38.5%	10	17.7%	7	21.6%	10	30.5%	22	16.7%	22	13.7%	11	26.6%	22	30.4%	10	29.6%	11	21.9%	7	18.0%	9
Weighted base:		3299		84		49		27		41		48		71		135		81		84		32		39		33		51
Sample:		3269		66		60		65		62		51		59		66		73		64		69		71		64		61

Q21 Are there any leisure facilities that you think are lacking within a reasonable distance of your home?

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
No	69.3%	3121	72.2%	83	71.8%	49	73.5%	25	72.6%	40	67.4%	55	57.8%	58	58.8%	102	52.9%	50	68.2%	77	67.5%	26	69.9%	32	74.7%	32	57.8%	40
Yes, swimming pool	9.9%	444	10.0%	12	9.4%	6	4.8%	2	1.2%	1	4.7%	4	13.3%	13	1.2%	2	14.1%	13	3.5%	4	7.2%	3	8.4%	4	2.4%	1	3.6%	3
Yes, leisure/ fitness centre	6.9%	312	5.6%	6	8.2%	6	6.0%	2	8.3%	5	5.8%	5	10.8%	11	7.1%	12	7.1%	7	5.9%	7	8.4%	3	9.6%	4	6.0%	3	8.4%	6
Yes, cinema	6.1%	273	4.4%	5	0.0%	0	3.6%	1	7.1%	4	8.1%	7	2.4%	2	28.2%	49	23.5%	22	3.5%	4	8.4%	3	9.6%	4	10.8%	5	31.3%	22
Yes, bowling	4.2%	191	1.1%	1	1.2%	1	1.2%	0	4.8%	3	3.5%	3	12.0%	12	20.0%	35	9.4%	9	1.2%	1	4.8%	2	3.6%	2	6.0%	3	22.9%	16
Yes, Ice skating rink	2.6%	116	3.3%	4	4.7%	3	1.2%	0	1.2%	1	5.8%	5	1.2%	1	0.0%	0	0.0%	0	3.5%	4	3.6%	1	0.0%	0	0.0%	0	2.4%	2
Yes, restaurants/ cafes	2.2%	99	3.3%	4	1.2%	1	1.2%	0	3.6%	2	2.3%	2	1.2%	1	2.4%	4	1.2%	1	1.2%	1	3.6%	1	1.2%	1	0.0%	0	6.0%	4
Yes, Youth clubs / facilities	1.9%	87	0.0%	0	2.4%	2	6.0%	2	0.0%	0	2.3%	2	3.6%	4	3.5%	6	0.0%	0	2.4%	3	2.4%	1	1.2%	1	0.0%	0	2.4%	2
Yes, pubs/ clubs/ bars	1.5%	66	1.1%	1	1.2%	1	0.0%	0	1.2%	1	3.5%	3	2.4%	2	0.0%	0	3.5%	3	0.0%	0	1.2%	0	0.0%	0	2.4%	1	4.8%	3
Yes, shops	1.0%	47	1.1%	1	1.2%	1	1.2%	0	0.0%	0	1.2%	1	3.6%	4	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Yes, Play areas	0.6%	29	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	2.4%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Yes, Theatre	0.6%	27	2.2%	3	1.2%	1	0.0%	0	1.2%	1	3.5%	3	1.2%	1	0.0%	0	2.4%	2	4.7%	5	1.2%	0	2.4%	1	1.2%	1	1.2%	1
Yes, Parks	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, other	0.5%	20	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Facilities for the elderly	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Yes, bingo	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Yes, Tennis facilities	0.2%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Skate park	0.2%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Live music events	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Yes, Roller skating	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Indoor bowls	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Ski slope / snowdome	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Stadium	0.1%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Better gym facilities	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Library	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Yes, Football pitch	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Golf course	0.1%	5	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Spa facilities	0.1%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Dance facilities	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Cycle paths	0.1%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Community centres	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Snooker hall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Entertainment facilities	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	123	1.1%	1	1.2%	1	4.8%	2	2.4%	1	4.7%	4	3.6%	4	2.4%	4	1.2%	1	4.7%	5	2.4%	1	3.6%	2	3.6%	2	4.8%	3
Weighted base:		4501		115		69		35		56		81		100		173		94		112		39		45		43		70
Sample:		4501		90		85		83		84		86		83		85		85		85		83		83		83		83

GEN Gender of respondent.

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Male	28.5%	1282	30.0%	35	22.4%	15	19.3%	7	33.3%	19	32.6%	27	32.5%	32	24.7%	43	30.6%	29	30.6%	34	22.9%	9	31.3%	14	28.9%	12	38.6%	27
Female	71.5%	3219	70.0%	81	77.6%	53	80.7%	28	66.7%	37	67.4%	55	67.5%	67	75.3%	131	69.4%	65	69.4%	78	77.1%	30	68.7%	31	71.1%	30	61.4%	43
Weighted base:		4501		115		69		35		56		81		100		173		94		112		39		45		43		70
Sample:		4501		90		85		83		84		86		83		85		85		85		83		83		83		83

AGE Could I ask how old you are ?

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
18 to 24	2.1%	94	0.0%	0	2.4%	2	0.0%	0	6.0%	3	2.3%	2	4.8%	5	1.2%	2	1.2%	1	2.4%	3	2.4%	1	1.2%	1	2.4%	1	1.2%	1
25 to 34	7.3%	328	6.7%	8	3.5%	2	2.4%	1	4.8%	3	9.3%	8	6.0%	6	5.9%	10	8.2%	8	11.8%	13	7.2%	3	7.2%	3	8.4%	4	9.6%	7
35 to 44	17.2%	775	15.6%	18	18.8%	13	10.8%	4	13.1%	7	11.6%	9	4.8%	5	29.4%	51	11.8%	11	24.7%	28	15.7%	6	8.4%	4	8.4%	4	13.3%	9
45 to 54	24.8%	1118	28.9%	33	28.2%	19	18.1%	6	16.7%	9	24.4%	20	22.9%	23	18.8%	33	27.1%	26	32.9%	37	25.3%	10	20.5%	9	28.9%	12	27.7%	19
55 to 64	14.9%	670	12.2%	14	15.3%	11	26.5%	9	14.3%	8	16.3%	13	20.5%	20	14.1%	24	17.6%	17	10.6%	12	16.9%	7	18.1%	8	25.3%	11	16.9%	12
65 +	33.1%	1488	36.7%	42	31.8%	22	42.2%	15	44.0%	24	36.0%	29	41.0%	41	30.6%	53	32.9%	31	17.6%	20	32.5%	13	43.4%	20	26.5%	11	31.3%	22
(Refused)	0.6%	27	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Weighted base:		4501		115		69		35		56		81		100		173		94		112		39		45		43		70
Sample:		4501		90		85		83		84		86		83		85		85		85		83		83		83		83

SEG Socio-economic grouping:

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
A	2.1%	92	1.1%	1	9.4%	6	4.8%	2	4.8%	3	0.0%	0	0.0%	0	1.2%	2	2.4%	2	1.2%	1	2.4%	1	3.6%	2	0.0%	0	0.0%	0
B	14.3%	643	16.7%	19	17.6%	12	21.7%	8	14.3%	8	3.5%	3	8.4%	8	7.1%	12	31.8%	30	15.3%	17	18.1%	7	26.5%	12	12.0%	5	12.0%	8
C1	23.2%	1042	25.6%	29	15.3%	11	27.7%	10	22.6%	13	14.0%	11	20.5%	20	21.2%	37	17.6%	17	30.6%	34	22.9%	9	27.7%	13	31.3%	13	27.7%	19
C2	20.5%	924	16.7%	19	10.6%	7	12.0%	4	11.9%	7	25.6%	21	13.3%	13	31.8%	55	20.0%	19	24.7%	28	21.7%	8	15.7%	7	32.5%	14	25.3%	18
D	12.5%	561	12.2%	14	7.1%	5	9.6%	3	13.1%	7	19.8%	16	21.7%	22	18.8%	33	7.1%	7	15.3%	17	8.4%	3	7.2%	3	12.0%	5	12.0%	8
E	21.5%	967	25.6%	29	30.6%	21	21.7%	8	27.4%	15	27.9%	23	30.1%	30	16.5%	29	17.6%	17	9.4%	11	18.1%	7	18.1%	8	12.0%	5	18.1%	13
(Refused)	6.0%	271	2.2%	3	9.4%	6	2.4%	1	6.0%	3	9.3%	8	6.0%	6	3.5%	6	3.5%	3	3.5%	4	8.4%	3	1.2%	1	0.0%	0	4.8%	3
Weighted base:		4501		115		69		35		56		81		100		173		94		112		39		45		43		70
Sample:		4501		90		85		83		84		86		83		85		85		85		83		83		83		83

EMP Which of the following best describes the chief wage earner of your household's current employment situation ?

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
Working full time	46.8%	2107	46.7%	54	51.8%	36	42.2%	15	32.1%	18	44.2%	36	43.4%	43	50.6%	88	44.7%	42	57.6%	65	45.8%	18	43.4%	20	56.6%	24	51.8%	36
Working part time	7.2%	323	10.0%	12	8.2%	6	6.0%	2	8.3%	5	5.8%	5	4.8%	5	7.1%	12	10.6%	10	10.6%	12	10.8%	4	3.6%	2	8.4%	4	7.2%	5
Unemployed	4.8%	216	1.1%	1	1.2%	1	2.4%	1	4.8%	3	7.0%	6	4.8%	5	5.9%	10	2.4%	2	5.9%	7	6.0%	2	2.4%	1	3.6%	2	3.6%	3
Retired	39.1%	1762	42.2%	49	38.8%	27	48.2%	17	50.0%	28	39.5%	32	47.0%	47	32.9%	57	40.0%	38	22.4%	25	37.3%	14	49.4%	22	30.1%	13	36.1%	25
A housewife	0.7%	33	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	1.2%	2	1.2%	1	1.2%	1	0.0%	0	0.0%	0	1.2%	1	1.2%	1
A student	0.2%	10	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Incapacity benefits	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.9%	41	0.0%	0	0.0%	0	1.2%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Weighted base:		4501		115		69		35		56		81		100		173		94		112		39		45		43		70
Sample:		4501		90		85		83		84		86		83		85		85		85		83		83		83		83

CAR How many cars does your household own or have the use of ?

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
None	18.7%	842	12.2%	14	4.7%	3	14.5%	5	32.1%	18	32.6%	27	25.3%	25	18.8%	33	10.6%	10	14.1%	16	13.3%	5	12.0%	5	8.4%	4	14.5%	10
One	44.1%	1986	53.3%	61	38.8%	27	38.6%	13	41.7%	23	46.5%	38	47.0%	47	41.2%	71	37.6%	36	43.5%	49	47.0%	18	32.5%	15	38.6%	17	38.6%	27
Two	28.0%	1259	22.2%	26	42.4%	29	32.5%	11	23.8%	13	12.8%	10	21.7%	22	28.2%	49	37.6%	36	37.6%	42	26.5%	10	44.6%	20	41.0%	18	30.1%	21
Three or more	8.2%	367	12.2%	14	11.8%	8	14.5%	5	2.4%	1	7.0%	6	6.0%	6	11.8%	20	11.8%	11	4.7%	5	12.0%	5	9.6%	4	12.0%	5	16.9%	12
(Refused)	1.0%	46	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.2%	0	1.2%	1	0.0%	0	0.0%	0
Weighted base:		4501		115		69		35		56		81		100		173		94		112		39		45		43		70
Sample:		4501		90		85		83		84		86		83		85		85		85		83		83		83		83

INC Approximately what is your total household income ?

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
£0 - £14,999	18.6%	839	13.3%	15	7.1%	5	15.7%	5	16.7%	9	25.6%	21	32.5%	32	24.7%	43	11.8%	11	16.5%	18	12.0%	5	12.0%	5	14.5%	6	14.5%	10
£15,000 - £19,999	5.5%	249	5.6%	6	4.7%	3	3.6%	1	9.5%	5	7.0%	6	8.4%	8	2.4%	4	3.5%	3	7.1%	8	1.2%	0	0.0%	0	7.2%	3	7.2%	5
£20,000 - £29,999	7.2%	323	5.6%	6	7.1%	5	6.0%	2	4.8%	3	9.3%	8	7.2%	7	5.9%	10	5.9%	6	8.2%	9	4.8%	2	2.4%	1	12.0%	5	9.6%	7
£30,000 - £39,999	6.3%	283	10.0%	12	8.2%	6	6.0%	2	7.1%	4	3.5%	3	1.2%	1	5.9%	10	4.7%	4	11.8%	13	8.4%	3	3.6%	2	7.2%	3	8.4%	6
£40,000 - £49,999	5.4%	244	5.6%	6	1.2%	1	4.8%	2	2.4%	1	4.7%	4	2.4%	2	3.5%	6	4.7%	4	7.1%	8	8.4%	3	10.8%	5	8.4%	4	8.4%	6
£50,000 - £59,999	3.4%	154	6.7%	8	1.2%	1	6.0%	2	0.0%	0	0.0%	0	1.2%	1	3.5%	6	2.4%	2	1.2%	1	6.0%	2	2.4%	1	2.4%	1	3.6%	3
£60,000 - £69,999	1.4%	64	1.1%	1	0.0%	0	3.6%	1	0.0%	0	1.2%	1	0.0%	0	3.5%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.2%	1
£70,000 - £79,999	1.4%	64	1.1%	1	1.2%	1	3.6%	1	2.4%	1	0.0%	0	1.2%	1	1.2%	2	4.7%	4	2.4%	3	0.0%	0	3.6%	2	1.2%	1	1.2%	1
£80,000 - £89,999	0.8%	34	1.1%	1	1.2%	1	1.2%	0	0.0%	0	2.3%	2	1.2%	1	1.2%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
£90,000 - £99,999	0.4%	17	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100,000 - £149,999	1.1%	47	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	3.5%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
£150,000+	0.2%	8	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / refused)	48.3%	2174	48.9%	56	64.7%	44	48.2%	17	57.1%	32	46.5%	38	44.6%	45	47.1%	82	55.3%	52	45.9%	51	56.6%	22	63.9%	29	44.6%	19	45.8%	32
Weighted base:		4501		115		69		35		56		81		100		173		94		112		39		45		43		70
Sample:		4501		90		85		83		84		86		83		85		85		85		83		83		83		83

ETH The following question will be used in a statistical format only, and will help us to assess diverse needs and the level of access to services. What is your ethnic background ?

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
White (British / Irish / Other)	93.3%	4198	96.7%	111	95.3%	66	98.8%	34	89.3%	50	88.4%	72	92.8%	93	98.8%	171	97.6%	92	92.9%	104	94.0%	36	91.6%	42	98.8%	42	97.6%	68
Black / Black British (Caribbean / African / other black)	1.6%	74	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.2%	1	0.0%	0	1.2%	2	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	2.6%	119	0.0%	0	2.4%	2	0.0%	0	7.1%	4	7.0%	6	4.8%	5	0.0%	0	0.0%	0	1.2%	1	3.6%	1	6.0%	3	0.0%	0	0.0%	0
Mixed (any mixed category)	0.5%	24	1.1%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.1%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.8%	82	1.1%	1	2.4%	2	0.0%	0	1.2%	1	3.5%	3	1.2%	1	0.0%	0	2.4%	2	2.4%	3	2.4%	1	2.4%	1	1.2%	1	0.0%	0
Weighted base:		4501		115		69		35		56		81		100		173		94		112		39		45		43		70
Sample:		4501		90		85		83		84		86		83		85		85		85		83		83		83		83

PC_OTH Postcode

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
B16 0	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 8	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 9	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 0	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 9	0.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 4	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 5	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 7	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 1	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 3	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 0	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 8	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 9	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 4	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 5	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 6	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 7	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 1	0.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 2	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 3	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 1	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 2	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 3	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 4	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 5	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 1	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 2	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 3	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 4	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 0	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 8	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 9	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 1	0.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 2	0.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 5	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 6	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 7	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 0	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 8	1.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 9	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 8	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 9	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
B47 5	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B47 6	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B48 7	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 1	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 2	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 3	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 4	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 0	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 7	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 8	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 9	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 8	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 9	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 1	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 2	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 3	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 4	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 5	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 6	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 7	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 0	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 8	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 9	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 1	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 2	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 3	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 4	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 5	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 6	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 7	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 0	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 8	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 9	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 1	0.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 2	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 3	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 4	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 0	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 6	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 7	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 8	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 9	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 1	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 3	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 4	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
B73 5	0.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B73 6	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 2	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 3	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 4	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 2	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 3	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 4	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 2	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 3	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 4	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 5	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 6	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 7	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 0	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 7	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 8	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 9	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 1	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 3	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 4	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 0	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 7	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 8	0.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 9	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 1	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 2	0.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 3	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 0	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 7	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 8	0.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 9	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY7 5	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY7 6	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 1	0.2%	9	7.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 2	0.2%	8	6.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 3	0.7%	31	26.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 4	0.8%	36	31.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 5	0.7%	32	27.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 0	0.7%	33	0.0%	0	48.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 7	0.3%	15	0.0%	0	21.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 8	0.2%	10	0.0%	0	14.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 9	0.3%	11	0.0%	0	16.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 5	0.5%	23	0.0%	0	0.0%	0	66.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 9	0.3%	12	0.0%	0	0.0%	0	33.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
TF11 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF11 9	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 2	0.4%	20	0.0%	0	0.0%	0	0.0%	0	35.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 3	0.5%	21	0.0%	0	0.0%	0	0.0%	0	38.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	25.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 0	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 7	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 8	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 9	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 0	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 1	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 5	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 6	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 7	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 8	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 9	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 0	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 1	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 2	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 3	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 4	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 0	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 7	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 9	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 1	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 2	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 3	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 4	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 5	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 1	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	68.7%	27	0.0%	0	0.0%	0	0.0%	0
WS4 2	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	12	0.0%	0	0.0%	0	0.0%	0
WS5 3	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.4%	28	0.0%	0	0.0%	0
WS5 4	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.6%	18	0.0%	0	0.0%	0
WS6 6	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.4%	24	0.0%	0
WS6 7	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.6%	19	0.0%	0
WS7 0	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	13
WS7 1	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	17
WS7 2	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	13
WS7 3	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
WS7 4	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	15
WS7 9	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	8
WS8 6	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 7	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 0	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 8	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 9	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 2	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 3	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 4	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 0	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 6	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 7	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 8	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 9	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 1	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 3	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 4	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 5	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 1	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 2	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 3	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 0	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 6	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 7	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 8	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 9	0.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV15 5	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 1	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 2	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 3	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 4	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 0	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 7	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 9	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 4	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 5	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 6	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 0	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 7	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 8	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 9	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 0	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 7	0.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
WV6 8	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 9	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV7 3	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV8 1	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV8 2	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV9 5	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		4501		115		69		35		56		81		100		173		94		112		39		45		43		70
Sample:		4501		90		85		83		84		86		83		85		85		85		83		83		83		83

Black Country Household Telephone Survey
For GVA Grimley

QUOTA Zone

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
01	3.1%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
02	6.4%	286	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
03	3.6%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
04	4.2%	190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
05	1.9%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
06	1.9%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
07	1.4%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
08	2.6%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09	1.3%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
12	1.2%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
13	1.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
14	3.0%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
15	1.4%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
16	1.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
17	1.4%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
18	2.8%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
19	1.6%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
20	3.5%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
21	1.7%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
22	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
23	2.1%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24	2.1%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25	1.5%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
26	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
27	2.6%	115	100.0%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
28	1.5%	69	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
29	0.8%	35	0.0%	0	0.0%	0	100.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
30	1.2%	56	0.0%	0	0.0%	0	0.0%	0	100.0%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
31	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
32	2.2%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
33	3.9%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
34	2.1%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
35	2.5%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0
36	0.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	39	0.0%	0	0.0%	0	0.0%	0
37	1.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	45	0.0%	0	0.0%	0
38	1.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	43	0.0%	0
39	1.5%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	70
40	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41	1.3%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
42	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
43	2.8%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
44	1.7%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
45	1.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		Zone 34		Zone 35		Zone 36		Zone 37		Zone 38		Zone 39	
46	1.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
47	2.3%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
48	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
49	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
50	1.5%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51	1.6%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
52	0.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
53	2.4%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
54	1.6%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		4501		115		69		35		56		81		100		173		94		112		39		45		43		70
Sample:		4501		90		85		83		84		86		83		85		85		85		83		83		83		83

Q01 In which shop or shopping centre do you do most of your household's main food shopping ?
(Not including don't do or internet / delivered at Q01)

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Asda, Old Horns Crescent, GREAT BARR, B43 7HA	3.9%	172	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, WOLVERHAMPTON, WV1 4DE	3.1%	138	0.0%	0	0.0%	0	21.1%	8	40.5%	48	9.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	7	29.3%	18	15.7%	12	6.3%	2
Asda Wal-Mart Supercentre, Brickhouse Lane South, GREAT BRIDGE, DY4 7HW	2.6%	113	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, CANNOCK, WS11 1LH	2.4%	104	7.3%	3	0.0%	0	0.0%	0	10.1%	12	3.6%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, BILSTON, WV14 0DZ	2.4%	104	0.0%	0	0.0%	0	14.5%	5	3.8%	5	2.4%	2	1.2%	1	17.1%	8	44.3%	46	0.0%	0	29.4%	10	8.0%	5	12.0%	9	2.5%	1
Other	2.3%	100	0.0%	0	1.2%	1	0.0%	0	1.3%	2	1.2%	1	2.5%	1	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	1.2%	1	1.3%	0
Asda, Pearson Street, Brierley Hill, DY5 3BJ	2.2%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Asda, The Merry Hill Centre, Brierley Hill, DY5 1QL	2.1%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
J Sainsbury, Chapel Lane, Selly Oak, B29 6SJ	2.0%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Birmingham Road, DUDLEY, DY1 4RP	2.0%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.5%	1
Asda, Market Street, BROMSGROVE, B61 8DA	1.9%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bristol Road South, RUBERY, B45 9NY	1.9%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Halesowen Street, Blackheath, B65 0HG	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Freeth Street, Oldbury, B69 3DB	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Asda, St Lawrence Way, Darlaston, WS10 8AA	1.7%	73	0.0%	0	0.0%	0	3.9%	1	0.0%	0	4.8%	4	14.8%	8	20.7%	9	6.8%	7	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, TIPTON, DY4 0BP	1.6%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Tesco Extra, Princess Alice Drive, New Oscott, B73 6RB	1.6%	71	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Brownhills, WS8 6DZ	1.6%	71	70.7%	25	16.3%	10	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich, WS3 3JR	1.6%	70	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.6%	3	9.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Tesco, Ridgacre Road, Quinton, B32 1EG	1.5%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Carpet Trades Way, KIDDERMINSTER, DY11 6XP	1.5%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Reedswood Way, WALSALL, WS2 9LX	1.5%	64	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	17.3%	10	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Park Lane, OLDBURY, B69 4PU	1.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Rookery Street, WEDNESFIELD, WV11 1UP	1.4%	63	1.2%	0	0.0%	0	15.8%	6	5.1%	6	47.0%	36	12.3%	7	3.7%	2	2.3%	2	0.0%	0	2.0%	1	0.0%	0	1.2%	1	1.3%	0
Asda, Windmill Lane, Cape Hill, B66 3EN	1.4%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, ALDRIDGE, WS9 8PT	1.4%	61	1.2%	0	47.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Bar, B42 1AB	1.3%	59	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Coleridge Drive, WOLVERHAMPTON, WV6 7QE	1.3%	58	0.0%	0	0.0%	0	1.3%	0	1.3%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	5	1.2%	1	7.5%	2
Morrisons, Holyhead Road, Wednesbury, WS10 7BD	1.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	2.4%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Frankley Beeches Road, Northfield, B31 5AA	1.3%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Orbital Centre, CANNOCK, WS11 3XP	1.3%	57	3.7%	1	1.2%	1	0.0%	0	3.8%	5	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, WALSALL, WS1 1SY	1.3%	56	3.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, St Georges Parade, WOLVERHAMPTON, WV2 1AY	1.3%	56	0.0%	0	0.0%	0	11.8%	4	1.3%	2	2.4%	2	0.0%	0	1.2%	1	2.3%	2	0.0%	0	23.5%	8	17.3%	11	15.7%	12	10.0%	3
Morrisons, Charterfield Shopping Centre, KINGSWINFORD, DY6 7SH	1.2%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	30.0%	10
Morrisons, High Street, Burntwood	1.1%	49	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, The Merry Hill Centre, Brierley Hill, DY5 1QY	1.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	1.1%	48	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
J Sainsbury, Sandringham Way, DUDLEY, DY5 3JR	1.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Tesco Extra, Foxoak Street, Cradley Heath, B64 5DF	1.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, CANNOCK, WS11 3DR	1.0%	44	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Castle Road, KIDDERMINSTER, DY11 6TH	1.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Tesco, Heath Hayes District Centre, CANNOCK, WS12 1PC	1.0%	42	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morrisons, Pendeford Park Shopping Centre, PENDEFORD, WV9 5PG	0.9%	41	0.0%	0	0.0%	0	0.0%	0	7.6%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Morrisons, Oxford Street, KIDDERMINSTER, DY10 1AR	0.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Asda, Queensway Mount, Halesowen	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, WALSALL, WS1 1RS	0.8%	34	2.4%	1	2.3%	1	0.0%	0	0.0%	0	1.2%	1	2.5%	1	1.2%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Oak Road, BROMSGROVE, B60 3DX	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, LICHFIELD, WS13 7BG	0.6%	29	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Queens Square, WEST BROMWICH, B70 7NH	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Harborne, B17 9PP	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, WOLVERHAMPTON, WV2 4NJ	0.6%	26	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.9%	1	12.0%	7	14.5%	11	2.5%	1
Tesco Metro, The Gallery, WOLVERHAMPTON, WV1 3NJ	0.5%	23	0.0%	0	0.0%	0	5.3%	2	6.3%	8	1.2%	1	0.0%	0	1.2%	1	1.1%	1	0.0%	0	7.8%	3	5.3%	3	2.4%	2	1.3%	0
Sainsburys, Alcester Road South, Maypole	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ladywood Middleway, BIRMINGHAM, B16 8HA	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Hazelwell Street, Stirchley	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Edgbaston,	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Ladywood Middleway																												
Tesco, Coldfield Drive, Redditch	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Owen road, Willenhall (Neptune Industrial Estate)	0.4%	19	0.0%	0	0.0%	0	3.9%	1	0.0%	0	1.2%	1	9.9%	6	11.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Waitrose, Ryemarket, STOURBRIDGE, DY8 1HJ	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Mere Green Road, Sutton Coldfield	0.4%	18	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Old Square, WALSALL, WS1 1PY	0.4%	17	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Holborn Road, SEDGLEY, DY3 1SS	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Sainsburys, Abbey Retail Park, Redditch	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Church Street, LICHFIELD, WS13 6DZ	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, LICHFIELD, WS13 6RX	0.3%	15	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tollgate Precinct, Smethwick, B67 7RA	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cape Hill, SMETHWICK, B66 4PH	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, WOLVERHAMPTON, WV2 3HP	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	6	3.7%	1
Co-Op, Boley Park Centre, Lichfield	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Warstones Road, Penn, WV4 4LP	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	10.8%	8	1.3%	0
Aldi, Dudley Road, BRIERLEY HILL, DY5 1HR	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	1.3%	1	0.0%	0	0.0%	0
Somerfield, Fisher Street, DUDLEY, DY1 1QE	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, FOUR OAKS, B74 4AB	0.2%	10	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak, B29 6AE	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Pershore Road,	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Cotteridge, B30 3AS																												
Somerfield, New Road, WILLENHALL, WV13 2BG	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	17.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Castle Square, Weoley Castle	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Road, Codsall, WV8 1DB	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Franche Road, KIDDERMINSTER, DY11 5BE	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), New Road, Rubery, B45 9JA	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Kempthorn Avenue, Bushbury Lane, WOLVERHAMPTON, WV10 9UN	0.2%	8	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Aldi, Saltwell Road, NETHERTON, DY2 9PE	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Forge Retail Park, Telford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Stratford Road, Shirley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, B74 3NA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Bearwood Road, Bearwood, B66 4BE	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Kingswinford, DY6 8AA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Somerfield, Mill Street, BRIDGNORTH, WV15 5AL	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Tesco, Newport Road, Stafford	0.2%	7	0.0%	0	0.0%	0	1.3%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Wrekin Retail Park, Telford	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wolverhampton Road, PENKRIDGE, ST19 5NS	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Wednesfield, WV11 1SZ	0.1%	6	0.0%	0	0.0%	0	1.3%	0	2.5%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood	0.1%	6	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, BROMSGROVE, B61 0DF	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Netto, High Street, DUDLEY, DY1 1QS	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Iceland, Bearwood Road, Smethwick, B66 4BT	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, The Farley Centre, WEST BROMWICH, B70 7QZ	0.1%	5	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Northfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Border, Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Wolverhampton Road, WOLVERHAMPTON, WV10 0QR	0.1%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Aldi, Burns Road, WEDNESBURY, WS10 8SW	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill, DY5 3AH	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Walsall Road, Great Barr, B42 1TN	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, WOLVERHAMPTON, WV1 3EY	0.1%	4	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Metchley Lane, BIRMINGHAM, B17 0HT	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Kings Heath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, CRADLEY HEATH, B64 5HA	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, WALSALL,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield, B31 2JU	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bristol Road South, Rubery	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, KIDDERMINSTER, DY10 1JF	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, LICHFIELD, WS13 6EB	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Frankley Beeches Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Princess	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Alice Drive, SUTTON COLDFIELD, B73 6RB																												
Lidl, Oldbury Road, Blackheath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lichfield Road, WOLVERHAMPTON, WV11 1TN	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, KIDDERMINSTER, DY10 1BN	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, HALESOWEN, B63 3AT	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.1%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HARBORNE, B17 9QG	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Bradford Street, SHIFNAL, TF11 8AT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Pottery Road, Oldbury, B68 9HB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, BROWNHILLS, WS8 6EQ	0.1%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, The Kingstanding Centre, Kingstanding, B44 9HH	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Kingstanding Circle, B44 9TA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, B21 9LR	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding, B44 0HL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Great Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Walsall Road, Great Barr, B42 1EZ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Market	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
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	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Street, PENKRIDGE, ST19 5DH																												
Asda, Ventura Road, Tamworth	0.1%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Whitburn Street, Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Marks & Spencer, The Merry Hill Centre, BRIERLEY HILL, DY5 1SY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road, WOLVERHAMPTON, WV10 0AE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Iceland, Sandwell Centre, WEST BROMWICH, B70 7NG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, BILSTON, WV14 0BJ	0.1%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Park Street, WALSALL, WS1 1NH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wednesfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Quinton Road West, Quinton, B32 2RE	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, CANNOCK, WS11 1BS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristol Road, Bournbrook, B29 6BD	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Turves Green, Northfield, B31 4BL	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Dudley Street, Sedgley, DY3 1SB	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, WOLVERHAMPTON, WV1 2HD	0.0%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, New Road, KIDDERMINSTER, DY10 1HG	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
KIDDERMINSTER, DY11 6UU																												
Tesco Express, Rowley Village, Warley, B65 9AS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall, WALSALL, WV13 2BU	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettel Lane, Stourbridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Dibdale Road West, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, WALSALL, WS1 2EU	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Blackheath	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Crown Centre, STOURBRIDGE, DY8 1YD	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Bearwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, B17 9NS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Burntwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road, BURNTWOOD, WS7 8JS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Chell Road, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Iceland, The Wulfrun Centre, WOLVERHAMPTON, WV1 3HG	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.5%	1
Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Essington Road, WILLENHALL, WV12 5DT	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Smethwick	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Shopping Centre, BIRMINGHAM, B42 1TQ	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Hagley Road West, HALESOWEN, B62 9AS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union street, WEDNESBURY, WS10 7HB	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Tettenhall, WV6 8QS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, WALSALL, WS1 3QB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Tesco Express, Lichfield Road, WILLENHALL, WV12 5UL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rye Market, STOURBRIDGE, DY8 1HJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	0
Somerfield, Halesowen Road, Quinton, B62 9BB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Highland Road, DUDLEY, DY1 3BS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, DY8 4AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, ALDRIDGE, WS9 8QS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, LICHFIELD, WS13 6JX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Lichfield Road, Four Oaks, B74 2UW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Spires Shopping Centre, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wellington Road, BILSTON, WV14 6RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Daisy Street, COSELEY, WV14 8QQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Louise Street, Gornal Wood, DY3 2UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Hasbury, B63 4JS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, HALESOWEN, B63 3UD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
WOLVERHAMPTON, WV10 9QY																												
Tesco Express, Penn Road, WOLVERHAMPTON, WV4 4DF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Spar, Cannock Road, WOLVERHAMPTON, WV10 8PN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Cooltrader, Market Square, CRADLEY HEATH, B64 5HH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Albion Parade, KINGSWINFORD, DY6 0NP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Worcester Road, WEST HAGLEY, DY9 0NJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Corn Bow Centre, HALESOWEN, B63 4AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Lane, WILLENHALL, WV12 5NE	0.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Six Towns Road, Reedswood Retail Park, WS2 8XP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Surrey Close, CANNOCK, WS11 8UF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wardles Lane, GREAT WYRLEY, WS6 6DY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, Market Centre, BLOXWICH, WS3 2JH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Clayhanger Lane, BROWNHILLS, WS8 7DT	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Primley Service Station, WALSALL, WS2 8RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Co-op Foodstore, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Street, Wombourne, WV5 9DN																												
Local Stores, Kinver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, KINVER, DY7 6HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.6%	248	0.0%	0	3.5%	2	9.2%	3	5.1%	6	7.2%	5	9.9%	6	4.9%	2	3.4%	4	16.9%	3	3.9%	1	4.0%	2	4.8%	4	6.3%	2
Weighted base:		4406		35		60		36		119		76		57		46		104		21		34		62		74		33
Sample:		4404		82		86		76		79		83		81		82		88		83		51		75		83		80

Q02 How does your household normally travel to its main food shopping destination (STORE MENTIONED AT Q01)?
Those who used a shop or shopping centre (not including internet / delivered) at Q01

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Car / Van (as driver)	60.2%	2502	65.9%	23	61.4%	35	56.5%	19	50.7%	57	49.4%	35	63.0%	32	44.9%	19	52.9%	53	73.9%	13	38.8%	13	68.1%	41	69.6%	49	68.0%	21
Car / van (as passenger)	18.7%	778	13.4%	5	16.9%	10	14.5%	5	22.7%	26	28.6%	20	26.0%	13	34.6%	15	23.5%	24	11.6%	2	30.6%	10	18.1%	11	16.5%	12	24.0%	7
Motorcycle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	9.4%	391	6.1%	2	10.8%	6	11.6%	4	10.7%	12	13.0%	9	8.2%	4	12.8%	6	14.1%	14	1.5%	0	18.4%	6	5.6%	3	6.3%	4	6.7%	2
Train	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Park and Ride	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Taxi	1.0%	42	0.0%	0	0.0%	0	0.0%	0	2.7%	3	2.6%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.0%	1	1.4%	1	1.3%	1	0.0%	0
Walk	8.7%	363	14.6%	5	8.4%	5	13.0%	4	9.3%	11	5.2%	4	0.0%	0	7.7%	3	5.9%	6	11.6%	2	6.1%	2	6.9%	4	5.1%	4	0.0%	0
Bicycle	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility Scooter	0.3%	10	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ring and Ride Charity Bus	0.1%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	43	0.0%	0	1.2%	1	1.5%	0	2.7%	3	0.0%	0	1.4%	1	0.0%	0	2.4%	2	1.5%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
(Don't travel / goods delivered)	0.2%	8	0.0%	0	0.0%	0	1.5%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		4158		35		58		33		113		70		51		43		100		17		33		60		71		31
Sample:		4148		82		83		69		75		77		73		78		85		69		49		72		79		75

Q03 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities, for example non-food shopping, leisure / entertainment activities, restaurants, bars, banks, etc?

Those who used a shop or shopping centre (not including internet / delivered) at Q01

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Yes - Meeting Friends	1.1%	46	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	8.2%	3	1.4%	1	0.0%	0	0.0%	0
Yes - Meeting Family	1.1%	45	0.0%	0	2.4%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	1	1.3%	1	2.7%	1
Yes - Other non-food shops	17.5%	728	23.2%	8	20.5%	12	20.3%	7	20.0%	23	20.8%	15	16.4%	8	10.3%	4	14.1%	14	26.1%	4	14.3%	5	22.2%	13	12.7%	9	13.3%	4
Yes - Bars / Pubs	0.6%	26	1.2%	0	1.2%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	0
Yes - Restaurants	1.7%	72	1.2%	0	2.4%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	4.1%	1	1.4%	1	1.3%	1	0.0%	0
Yes - Cafes	2.9%	121	2.4%	1	12.0%	7	2.9%	1	0.0%	0	0.0%	0	4.1%	2	6.4%	3	2.4%	2	4.3%	1	8.2%	3	2.8%	2	3.8%	3	5.3%	2
Yes - Cinemas	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Ten Pin Bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Gym / Health and Fitness	0.8%	31	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Swimming	0.3%	13	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Markets	1.4%	58	0.0%	0	1.2%	1	4.3%	1	2.7%	3	0.0%	0	0.0%	0	1.3%	1	3.5%	4	1.5%	0	4.1%	1	1.4%	1	2.5%	2	2.7%	1
Yes - Theatre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Museums / Art Gallery	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Library	0.8%	34	2.4%	1	1.2%	1	0.0%	0	1.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	1.3%	1	0.0%	0
Yes - Financial Service (Banks, Building Society)	6.7%	278	7.3%	3	20.5%	12	7.2%	2	1.3%	2	6.5%	5	6.8%	3	11.5%	5	11.8%	12	11.6%	2	8.2%	3	6.9%	4	8.9%	6	9.3%	3
Yes - Personal Service (Hairdressers, Beauty Salon)	0.6%	24	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.5%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Yes - Other Service (Travel Agent, Estate Agent)	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	5.1%	4	1.3%	0
Yes - Other	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.3%	0
No	67.9%	2824	65.9%	23	55.4%	32	69.6%	23	70.7%	80	71.4%	50	74.0%	38	73.1%	32	69.4%	70	59.4%	10	61.2%	20	59.7%	36	72.2%	51	61.3%	19
Yes - Get Petrol	1.0%	40	0.0%	0	1.2%	1	0.0%	0	1.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	2.8%	2	0.0%	0	8.0%	2
Yes - Car Wash	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Church	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Other food shops	0.4%	18	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Yes - Work	0.4%	18	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	1.5%	0	0.0%	0	2.8%	2	0.0%	0	1.3%	0
Yes - Recycling	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - School Run	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Walking	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Music Lessons	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yes - Butchers	0.0%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Yes - Health Service (Chemist, Doctors, Dentist)	0.2%	6	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Dancing	0.1%	3	0.0%	0	1.2%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.5%	20	0.0%	0	2.4%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Weighted base:		4158		35		58		33		113		70		51		43		100		17		33		60		71		31
Sample:		4148		82		83		69		75		77		73		78		85		69		49		72		79		75

Q04 Where do you do most of your household's small scale 'top-up' food shopping ? (i.e. to buy bread, milk, etc, on a day-to-day basis)
(Not including don't do or internet / delivered at Q04)

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Other	11.2%	408	4.5%	1	9.0%	4	8.6%	2	15.6%	15	6.2%	4	6.2%	3	3.2%	1	14.7%	12	20.3%	3	14.7%	3	14.1%	8	9.1%	4	1.8%	0
Birmingham	1.8%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	1.5%	53	0.0%	0	0.0%	0	10.3%	3	10.9%	11	1.5%	1	1.5%	1	0.0%	0	4.4%	4	0.0%	0	11.8%	3	29.6%	17	5.5%	3	3.6%	1
Asda, Old Horns Crescent, GREAT BARR, B43 7HA	1.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	1.0%	38	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
West Bromwich	1.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bristol Road South, RUBERY, B45 9NY	1.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	1.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Local Stores, Great Barr	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, New Oscott, B73 6RB	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, ALDRIDGE, WS9 8PT	0.9%	32	0.0%	0	44.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, BROMSGROVE, B61 8DA	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ridgacre Road, Quinton, B32 1EG	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich, WS3 3JR	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Halesowen Street, Blackheath, B65 0HG	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Windmill Lane, Cape Hill, B66 3EN	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Brownhills, WS8 6DZ	0.8%	29	47.8%	14	10.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath, B64 5DF	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Freeth Street, Oldbury, B69 3DB	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, CANNOCK, WS11 1LH	0.7%	26	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Holborn Road, SEDGLEY, DY3 1SS	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	1.8%	1	1.8%	0
Asda, St Lawrence Way, Darlaston, WS10 8AA	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill, DY5 3BJ	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
J Sainsbury, Frankley Beeches Road, Northfield, B31 5AA	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Asda Wal-Mart Supercentre, Brickhouse Lane South, GREAT BRIDGE, DY4 7HW	0.7%	25	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Chapel Lane, Selly Oak, B29 6SJ	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Harborne, B17 9PP	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, BILSTON, WV14 0DZ	0.7%	24	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	20.6%	17	0.0%	0	5.9%	1	0.0%	0	3.6%	2	1.8%	0
Asda, Walsall Road, Perry Bar, B42 1AB	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.7%	24	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Birmingham Road, DUDLEY, DY1 4RP	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Sandringham Way, DUDLEY, DY5 3JR	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.6%	22	0.0%	0	0.0%	0	3.5%	1	1.6%	2	1.5%	1	21.5%	10	12.9%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Old Square, WALSALL, WS1 1PY	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Pendeford Park Shopping Centre, PENDEFORD, WV9 5PG	0.6%	21	0.0%	0	0.0%	0	1.7%	0	9.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, TIPTON, DY4 0BP	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, WALSALL, WS1 1SY	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.6%	20	0.0%	0	0.0%	0	0.0%	0	3.1%	3	26.2%	16	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Harborne	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Rookery Street, WEDNESFIELD, WV11 1UP	0.5%	19	1.5%	0	0.0%	0	8.6%	2	0.0%	0	21.5%	13	6.2%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.5%	19	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	14.7%	12	0.0%	0	2.9%	1	1.4%	1	0.0%	0	0.0%	0
Asda, Molineux Way, WOLVERHAMPTON, WV1 4DE	0.5%	19	0.0%	0	0.0%	0	13.8%	4	7.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco, Heath Hayes District Centre, CANNOCK, WS12 1PC	0.5%	19	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Coleridge	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	1.8%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Drive, WOLVERHAMPTON, WV6 7QE																												
J Sainsbury, Orbital Centre, CANNOCK, WS11 3XP	0.5%	19	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Queens Square, WEST BROMWICH, B70 7NH	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Road, Codsall, WV8 1DB	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Hazelwell Street, Stirchley	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Castle Road, KIDDERMINSTER, DY11 6TH	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury, WS10 7BD	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Warstones Road, Penn, WV4 4LP	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	8	18.2%	9	0.0%	0
Cannock	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, St Georges Parade, WOLVERHAMPTON, WV2 1AY	0.4%	16	0.0%	0	0.0%	0	5.2%	1	3.1%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	11.8%	3	1.4%	1	7.3%	4	1.8%	0
Morrisons, Buntsford Oak Road, BROMSGROVE, B60 3DX	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, KINGSWINFORD, DY6 7SH	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
J Sainsbury, Reedswood Way, WALSALL, WS2 9LX	0.4%	16	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, LICHFIELD, WS13 7BG	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.4%	15	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Lane, Handsworth Wood, B20 2EP	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Kingstanding	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, The Merry Hill Centre, Brierley Hill, DY5 1QY	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Tesco Express, Hagley Road, Hasbury, B63 4JS	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Turves Green, Northfield, B31 4BL	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Walsall Road, Great Barr, B42 1EZ	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Carpet Trades Way, KIDDERMINSTER, DY11 6XP	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, WALSALL, WS1 1RS	0.4%	14	1.5%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Merry Hill Centre, Brierley Hill, DY5 1QL	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, HALESOWEN, B63 3UD	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Oxford Street, KIDDERMINSTER, DY10 1AR	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bristol Road South, Rubery	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, LICHFIELD, WS13 6RX	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Tettenhall, WV6 8QS	0.4%	14	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Tipton	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ladywood Middleway, BIRMINGHAM, B16 8HA	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), New Road, Rubery, B45 9JA	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Kingswinford, DY6 8AA	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Park Lane, OLDBURY, B69 4PU	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, BROMSGROVE, B61 0DF	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, B74 3NA	0.3%	11	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Franche Road,	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
KIDDERMINSTER, DY11 5BE																												
Local Stores, Handsworth Wood	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Dibdale Road West, Dudley	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Smethwick	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, CANNOCK, WS11 3DR	0.3%	10	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Bradford Street, SHIFNAL, TF11 8AT	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Walsall Road, Great Barr, B42 1TN	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield, B31 2JU	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, New Road, WILLENHALL, WV13 2BG	0.3%	10	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.5%	1	16.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mount, Halesowen	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Essington Road, WILLENHALL, WV12 5DT	0.3%	10	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.5%	1	12.3%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Gallery, WOLVERHAMPTON, WV1 3NJ	0.3%	9	0.0%	0	0.0%	0	5.2%	1	1.6%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0
Somerfield, Castle Square, Weoley Castle	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Waitrose, Ryemarket, STOURBRIDGE, DY8 1HJ	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Owen road, Willenhall (Neptune Industrial Estate)	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	16.1%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wardles Lane, GREAT WYRLEY, WS6 6DY	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, WOLVERHAMPTON, WV2 4NJ	0.2%	9	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	4.2%	2	5.5%	3	0.0%	0
Somerfield, Kempthorn Avenue, Bushbury Lane, WOLVERHAMPTON, WV10 9UN	0.2%	8	0.0%	0	0.0%	0	0.0%	0	7.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Spar, Kingswinford	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wednesfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	4.7%	5	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, WOLVERHAMPTON, WV2 3HP	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.8%	2	1.8%	1	1.8%	0
Local Stores, Bartley Green	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Dudley Street, Sedgley, DY3 1SB	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Wednesfield, WV11 1SZ	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, B17 9NS	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Fisher Street, DUDLEY, DY1 1QE	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Sutton Road, WALSALL, WS5 3BD	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Princess Alice Drive, SUTTON COLDFIELD, B73 6RB	0.2%	7	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Church Street, LICHFIELD, WS13 6DZ	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak, B29 6AE	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Kings Heath	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wolverhampton Road, PENKRIDGE, ST19 5NS	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, WOLVERHAMPTON, WV4 4DF	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	12.7%	6	0.0%	0
Local Stores, Quarry Bank	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Manor Lane, HALESOWEN, B62 8PY	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Bearwood Road, Bearwood, B66 4BE	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mill Street, BRIDGNORTH, WV15 5AL	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Linden Road, Bournville	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Co-Op, Boley Park Centre, Lichfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Brownhills Crossroad, Norton Canes	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Turnberry Road, Bloxwich, WS3 3UA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Liskeard Road, WALSALL, WS5 3EY	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, CRADLEY HEATH, B64 5HA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Perton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Pottery Road, Oldbury, B68 9HB	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tollgate Precinct, Smethwick, B67 7RA	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, High Street, Harborne	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Kinver	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Clayhanger Lane, BROWNHILLS, WS8 7DT	0.2%	6	20.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	6	14.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Manor Court, Streetly, B74 2BH	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Kingstanding Road, Kingstanding, B44 9RJ	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Northfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, BRIERLEY HILL, DY5 1HR	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Cannock Road, CANNOCK, WS11 2BU	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, HALESOWEN, B63 3AT	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Highland Road, DUDLEY, DY1 3BS	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Tesco Express, Stourport Road, KIDDERMINSTER, DY11 7BQ	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union street, WEDNESBURY, WS10 7HB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, The Precinct, TIPTON, DY4 8QL	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, BILSTON, WV14 0BJ	0.1%	5	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Netto, High Street, DUDLEY, DY1 1QS	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bilbrook Road, Codsall, WV8 1EU	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Maypole	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Alvechurch Road, West Heath, B31 3JW	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Burntwood	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Market Street, PENKRIDGE, ST19 5DH	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Wombourne	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	4
Marks & Spencer, Park Street, WALSALL, WS1 1NH	0.1%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Kent Street, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove, B61 8AG	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cape Hill, SMETHWICK, B66 4PH	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, B21 9LR	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halesowen Road, NETHERTON, DY2 9PY	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, WOLVERHAMPTON, WV1 3EY	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Somerfield, High Street,	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
STOURBRIDGE, DY8 1EE																												
Local Stores, Quinton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lichfield Road, WILLENHALL, WV12 5UL	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cannock Road, Burntwood	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cannock Road, Bushbury, WV10 8PN	0.1%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, KIDDERMINSTER, DY11 6UU	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, PELSALL, WS3 4LX	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Corn Bow Centre, HALESOWEN, B63 4AJ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Harborne	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Quinton Road West, Quinton, B32 2RE	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, Wombourne, WV5 9DN	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	4
Co-op Foodstore, Pendeford Avenue, Claregate, WV6 9EH	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Co-op Foodstore, Albion Parade, KINGSWINFORD, DY6 0NP	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, BROWNHILLS, WS8 6EQ	0.1%	4	1.5%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Old Swinford, DY8 2JD	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Morley Road, BURNTWOOD, WS7 9AZ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Spires Shopping Centre, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Drakes Cross Parade,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Hollywood																														
Lidl, Brettel Lane, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Frankley Beeches Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merry Hill Centre, BRIERLEY HILL, DY5 1SY	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Gornal	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhill Village	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, The Farley Centre, WEST BROMWICH, B70 7QZ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Warley, B65 9AS	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Birmingham Road, Marlbrook, B60 1DL	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hewell Road, Barnt Green, B45 8NE	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Lichfield Road, Four Oaks, B74 2UW	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Pershore Road, Cotteridge, B30 3AS	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Netherton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Blakenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	1.8%	0
Tesco Express, Bewdley Hill, KIDDERMINSTER, DY11 6BS	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, New Road, KIDDERMINSTER, DY10 1HG	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.6%	2	0.0%	0
Spar, Russels Hall Road, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Stubby Lane, WEDNESFIELD, WV11 3NL	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Spar, Castle Street, COSELEY, WV14 9DP	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, WALSALL,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
WOLVERHAMPTON, WV10 0AE																												
Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Spar, Worcester Road, WEST HAGLEY, DY9 0NJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Daisy Street, COSELEY, WV14 8QQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Old Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fallings Park	0.1%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, FOUR OAKS, B74 4AB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, The Kingstanding Centre, Kingstanding, B44 9HH	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Hawthorn Road, Kingstanding, B44 8QT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding, B44 0HL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, ALDRIDGE, WS9 8QS	0.1%	3	1.5%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone, WS14 0JR	0.1%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Windmill Bank, WOMBOURNE, WV5 9JD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	3
Somerfield, Primley Service Station, WALSALL, WS2 8RN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgenorth Road, WOLLASTON, DY8 3NX	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Stafford Street, BREWOOD, ST19 9DX	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Abbey Road, DUDLEY, DY3 2PQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,84 Lichfield Road, Rushall, Walsall WS4 1NN	0.1%	3	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
HARBORNE, B17 9QG																												
Compton Village	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wellington Road, BILSTON, WV14 6RN	0.1%	3	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road, BURNTWOOD, WS7 8JS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, CANNOCK, WS11 1BS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Birches Bridge Shopping Centre, CODSALL, WV8 1PE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Somerfield, Swan Corner Shopping Centre, Burntwood, WS7 0DW	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moss Grove, KINGSWINFORD, DY6 9HP	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Penkridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, High Street, Brownhills, WS8 6EW	0.1%	2	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Court Oak Road, Harborne, B32 2DX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Tesco Express, Platts Road, Audnam, DY8 4AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Fisher Street, DUDLEY, DY2 7AD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,35 Hobs Rd, Wednesbury, West Midlands WS10 9BD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, WOLVERHAMPTON, WV1 2HD	0.1%	2	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwell Road, NETHERTON, DY2 9PE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, HALESOWEN, B62 8AA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Halesowen Road, Quinton, B62 9BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Spar, Bridgenorth Road, STOURBRIDGE, DY7 6RY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley, DY10 3SA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Great Wyrley, WS6 6LA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Coldfield Drive, Redditch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,153-155 Cannock Road, Burntwood (Lichfield District) WS7 0BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Anglesey Street, HEDNESFORD, WS12 1AS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sharon Way, HEDNESFORD, WS12 5NF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, KINVER, DY7 6HF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Wulfrun Centre, WOLVERHAMPTON, WV1 3HG	0.1%	2	0.0%	0	0.0%	0	1.7%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oldbury Road, Blackheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Blackheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Louise Street, Gornal Wood, DY3 2UB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,40 Spring Lane, High Heath, Walsall, West Midlands WS4 1AT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.1%	2	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, KIDDERMINSTER, DY10 4DZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristol Road, Bournbrook, B29 6BD	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Cannock Road,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0

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For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
WOLVERHAMPTON, WV10 8PN																												
One Stop, Norton East Road, CANNOCK, WS11 3RT	0.0%	2	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Smethwick, B66 4BT	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Wolverhampton Road, WOLVERHAMPTON, WV10 0QR	0.0%	2	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Stafford Road, Oxley, WV10 6AN	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,Wolverhampton Rd West, Bentley, Willenhall WV13 2RN	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Boldmere Road, Wylde Green, B73 5UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Lane, WILLENHALL, WV12 5NE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Hagley Road West, HALESOWEN, B62 9AS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, WALSALL, WS1 3QB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Bloxwich Road, Bloxwich, WS3 2BQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, The Crown Centre, STOURBRIDGE, DY8 1YD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Stone Cross, B71 3HS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, WEDNESBURY, WS10 8SW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill, DY5 3AH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Broadway, WALSALL, WS1 3HH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, LICHFIELD, WS13 6EB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe Lane, Netherstowe, WS13 6BA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Broadwalk Retail Park, WALSALL, WS1 4SB																												
Farmfoods Freezer Ce, Capehill, Smethwick, B66 4RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Stratford Road, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Bristol Road South, Northfield, B31 2NG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, WALSALL, WS6 7AD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, Burntwood Shopping Cent, BURNTWOOD, WS7 1JR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, LICHFIELD, WS13 6JX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 4-6 High Street, Chasetown (Burntwood), STAFFS, WS7 3XF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Metchley Lane, BIRMINGHAM, B17 0HT	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rye Market, STOURBRIDGE, DY8 1HJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Lye, DY9 8JZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Walsall Road, Stone Cross, WS10 8EZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sandwell Centre, WEST BROMWICH, B70 7NG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Somerfield service Station, TIPTON, DY4 7RB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Sainsbury's Local, Chester Road, Streetly, B74 2HN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, School Road, Wombourne, WV5 9ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Asda, The Border, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.6%	422	0.0%	0	11.9%	6	17.2%	5	12.5%	12	6.2%	4	13.8%	6	27.4%	9	13.2%	11	14.5%	2	23.5%	5	12.7%	7	16.4%	8	21.8%	5
Weighted base:		3647		29		46		28		97		59		45		34		80		17		23		59		49		23
Sample:		3595		67		67		58		64		65		65		62		68		69		34		71		55		55

Q05 In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?
(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q05)

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Birmingham	16.2%	669	9.1%	3	9.0%	5	1.4%	0	5.6%	6	0.0%	0	3.7%	2	4.0%	2	1.2%	1	4.1%	1	4.1%	1	3.9%	2	5.5%	4	1.2%	0
Merry Hill (Shopping Centre)	14.7%	606	2.6%	1	0.0%	0	1.4%	0	0.0%	0	1.3%	1	2.5%	1	1.3%	1	14.3%	14	0.0%	0	4.1%	1	6.5%	4	8.2%	5	28.4%	9
Wolverhampton	13.1%	540	2.6%	1	0.0%	0	70.8%	24	63.4%	68	61.3%	45	25.9%	15	38.7%	16	47.6%	47	2.7%	1	67.3%	22	71.4%	46	71.2%	46	44.4%	15
Walsall	9.7%	401	44.2%	15	34.6%	19	0.0%	0	0.0%	0	6.3%	5	38.3%	22	18.7%	8	2.4%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	6.6%	272	1.3%	0	0.0%	0	2.8%	1	2.8%	3	0.0%	0	1.2%	1	1.3%	1	3.6%	4	0.0%	0	2.0%	1	3.9%	2	1.4%	1	6.2%	2
Sutton Coldfield	3.2%	132	3.9%	1	14.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	2.4%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	2.3%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	2.2%	90	3.9%	1	1.3%	1	0.0%	0	2.8%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	2.0%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Other	1.8%	75	0.0%	0	1.3%	1	1.4%	0	2.8%	3	1.3%	1	1.2%	1	0.0%	0	0.0%	0	8.2%	1	0.0%	0	2.6%	2	0.0%	0	1.2%	0
Telford	1.8%	75	0.0%	0	0.0%	0	1.4%	0	7.0%	8	3.7%	3	1.2%	1	1.3%	1	0.0%	0	72.6%	13	2.0%	1	2.6%	2	0.0%	0	1.2%	0
Dudley	1.4%	59	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.5%	1
Lichfield	1.4%	59	5.2%	2	9.0%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	1.2%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	1.2%	48	9.1%	3	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.7%	30	0.0%	0	0.0%	0	5.6%	2	1.4%	2	1.3%	1	0.0%	0	2.7%	1	17.9%	18	0.0%	0	2.0%	1	1.3%	1	0.0%	0	0.0%	0
Northfield	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy	0.4%	18	1.3%	0	0.0%	0	1.4%	0	4.2%	5	5.0%	4	2.5%	1	2.7%	1	2.4%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Perkins.Evans, Sports World, Boots, Peacocks, Au N																												
Wednesbury	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.3%	14	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.3%	11	2.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.3%	11	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Harborne	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.2%	10	0.0%	0	2.6%	1	1.4%	0	1.4%	2	2.5%	2	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	0.2%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.0%	1	5.2%	3	1.4%	1	1.2%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.2%	9	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	3.7%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Great Bridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	6	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.1%	5	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windmills, High Street, Smethwick (JJB Sports, Peacocks, Priceless, Home Bargains, Matalan, Carphone Warehouse)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.1%	4	0.0%	0	0.0%	0	1.4%	0	0.0%	0	3.7%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.1%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.1%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	0.1%	3	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Spring Vale Way, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.2%	0
Asda, Brickhouse Lane, Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.1%	2	3.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Park Lane,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Kidderminster																												
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Upon Avon	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Retail Park, Smethwick (Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
(Don't know / varies / no pattern)	6.7%	275	7.8%	3	11.5%	6	6.9%	2	4.2%	5	6.3%	5	7.4%	4	14.7%	6	3.6%	4	4.1%	1	8.2%	3	2.6%	2	12.3%	8	7.4%	2
Weighted base:		4132		33		54		35		107		73		57		42		99		18		33		64		65		33
Sample:		4140		77		78		72		71		80		81		75		84		73		49		77		73		81

	Total	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52

Q06 How does your household normally travel to its main clothing and footwear shopping destination (LOCATION MENTIONED AT Q05)?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52
Car / Van (as driver)	54.0% 2084	63.4% 19	59.4% 28	43.3% 14	47.1% 48	42.7% 29	46.7% 24	45.3% 16	43.2% 41	75.7% 13	20.0% 6	52.0% 32	56.3% 32	70.7% 22
Car / van (as passenger)	11.5% 442	8.5% 3	7.2% 3	4.5% 1	14.7% 15	18.7% 13	12.0% 6	17.2% 6	16.0% 15	8.6% 1	17.8% 5	10.7% 7	7.8% 4	8.0% 2
Motorcycle	0.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Bus	24.4% 940	25.4% 8	27.5% 13	31.3% 10	32.4% 33	34.7% 24	29.3% 15	34.4% 12	28.4% 27	10.0% 2	31.1% 9	22.7% 14	28.1% 16	21.3% 7
Train	3.4% 131	2.8% 1	2.9% 1	0.0% 0	1.5% 2	1.3% 1	1.3% 1	3.1% 1	6.2% 6	1.4% 0	4.4% 1	1.3% 1	1.6% 1	0.0% 0
Taxi	0.5% 20	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.3% 1	3.1% 2	0.0% 0
Walk	4.5% 174	0.0% 0	1.5% 1	14.9% 5	2.9% 3	0.0% 0	1.3% 1	0.0% 0	2.5% 2	1.4% 0	20.0% 6	12.0% 7	3.1% 2	0.0% 0
Bicycle	0.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.3% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	0.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.3% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Mobility Scooter	0.1% 5	0.0% 0	0.0% 0	1.5% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Ring and Ride Charity Bus	0.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	2.2% 1	0.0% 0	0.0% 0	0.0% 0
Metro	0.1% 5	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.3% 1	0.0% 0	1.2% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Tram	0.1% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	2.5% 2	0.0% 0	2.2% 1	0.0% 0	0.0% 0	0.0% 0
(Don't know / varies)	1.1% 42	0.0% 0	1.5% 1	4.5% 1	1.5% 2	1.3% 1	6.7% 3	0.0% 0	0.0% 0	2.9% 1	2.2% 1	0.0% 0	0.0% 0	0.0% 0
(Don't travel / goods delivered)	0.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	3857	31	48	32	103	68	52	36	96	17	30	62	57	31
Sample:	3858	71	69	67	68	75	75	64	81	70	45	75	64	75

Q07 What do you like about the (LOCATION MENTIONED AT Q05) ?

Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Good range of chain / well known stores	30.7%	1185	40.8%	13	24.6%	12	16.4%	5	35.3%	36	26.7%	18	33.3%	17	34.4%	12	37.0%	35	18.6%	3	40.0%	12	21.3%	13	26.6%	15	30.7%	9
Close to home	29.9%	1152	33.8%	10	17.4%	8	52.2%	17	32.4%	33	22.7%	16	34.7%	18	29.7%	11	33.3%	32	34.3%	6	26.7%	8	37.3%	23	42.2%	24	25.3%	8
Good range of independent stores	12.9%	497	9.9%	3	15.9%	8	9.0%	3	14.7%	15	10.7%	7	5.3%	3	14.1%	5	9.9%	9	7.1%	1	13.3%	4	4.0%	2	7.8%	4	13.3%	4
Nothing / very little	12.3%	473	9.9%	3	20.3%	10	11.9%	4	20.6%	21	28.0%	19	10.7%	6	17.2%	6	9.9%	9	22.9%	4	15.6%	5	22.7%	14	17.2%	10	12.0%	4
Indoor shopping malls / arcades	12.1%	467	4.2%	1	5.8%	3	4.5%	1	4.4%	5	6.7%	5	6.7%	3	6.3%	2	12.3%	12	15.7%	3	6.7%	2	13.3%	8	4.7%	3	17.3%	5
Good and / or free car parking	9.9%	380	8.5%	3	11.6%	6	3.0%	1	2.9%	3	4.0%	3	5.3%	3	6.3%	2	8.6%	8	7.1%	1	4.4%	1	6.7%	4	7.8%	4	22.7%	7
Attractive environment	6.8%	261	2.8%	1	7.2%	3	4.5%	1	2.9%	3	5.3%	4	6.7%	3	3.1%	1	0.0%	0	4.3%	1	4.4%	1	2.7%	2	3.1%	2	2.7%	1
Department Store	4.1%	157	2.8%	1	4.3%	2	0.0%	0	0.0%	0	4.0%	3	2.7%	1	0.0%	0	1.2%	1	0.0%	0	6.7%	2	2.7%	2	3.1%	2	1.3%	0
Shops are all under one roof / undercover	3.5%	134	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good bus service / accessible public transport	3.0%	115	2.8%	1	7.2%	3	6.0%	2	1.5%	2	1.3%	1	2.7%	1	4.7%	2	3.7%	4	2.9%	1	2.2%	1	1.3%	1	4.7%	3	1.3%	0
Shops are close together / compact	2.8%	109	4.2%	1	5.8%	3	4.5%	1	1.5%	2	4.0%	3	2.7%	1	1.6%	1	1.2%	1	4.3%	1	4.4%	1	5.3%	3	3.1%	2	2.7%	1
Cleanliness	2.1%	82	2.8%	1	5.8%	3	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.2%	1	0.0%	0	3.1%	2	0.0%	0
Restaurant / cafes	1.8%	69	1.4%	0	2.9%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	3.1%	1	1.2%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	1.7%	66	1.4%	0	4.3%	2	0.0%	0	0.0%	0	2.7%	2	2.7%	1	0.0%	0	2.5%	2	1.4%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Close to work / en route to work	1.7%	66	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.3%	2	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
Easily accessible by foot / cycle	1.6%	62	1.4%	0	1.5%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.6%	1	2.7%	1
It's familiar / habit	1.4%	54	0.0%	0	5.8%	3	1.5%	0	4.4%	5	1.3%	1	1.3%	1	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	4.7%	3	10.7%	3
Markets	1.4%	52	1.4%	0	2.9%	1	1.5%	0	0.0%	0	6.7%	5	2.7%	1	3.1%	1	2.5%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.7%	1
Safe and secure	1.3%	51	1.4%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	1.4%	0	0.0%	0	2.7%	2	3.1%	2	2.7%	1
It's friendly	0.8%	30	1.4%	0	1.5%	1	1.5%	0	0.0%	0	1.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.7%	25	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	0	2.2%	1	1.3%	1	0.0%	0	0.0%	0
Good range of services (bank, library, hairdresser etc.)	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Warm	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything is there that is needed	0.5%	18	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Varies	0.4%	16	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by car	0.4%	15	0.0%	0	0.0%	0	0.0%	0	4.4%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.4%	14	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Leisure facilities	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
Good disabled access	0.3%	13	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenience	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good atmosphere	0.3%	11	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Specific store - Marks & Spencer	0.3%	10	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bars / pubs / clubs	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
It's outdoors	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good variety of goods available	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All on one level / flat pavements	0.2%	7	0.0%	0	0.0%	0	1.5%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Traffic free/ pedestrianised	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	0.2%	6	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lower prices	0.1%	5	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Part of a overall day out	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	5	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's not too big	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get around	0.1%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good toilet / changing facilities	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modern	0.1%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Plenty of seating	0.1%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Park and Ride	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's close to friends / family	0.1%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivery service	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cycle parking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It offers clothing in larger sizes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	37	1.4%	0	1.5%	1	1.5%	0	1.5%	2	0.0%	0	2.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	0
Weighted base:		3857		31		48		32		103		68		52		36		96		17		30		62		57		31
Sample:		3858		71		69		67		68		75		75		64		81		70		45		75		64		75

Q08 What do you dislike about (LOCATION MENTIONED AT Q05) ?

Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Nothing / very little	54.6%	2106	57.7%	18	47.8%	23	56.7%	18	51.5%	53	68.0%	47	64.0%	34	67.2%	24	72.8%	70	45.7%	8	66.7%	20	41.3%	26	54.7%	31	58.7%	18
Difficult to park	6.8%	261	9.9%	3	4.3%	2	4.5%	1	7.4%	8	6.7%	5	6.7%	3	6.3%	2	2.5%	2	2.9%	1	2.2%	1	5.3%	3	4.7%	3	4.0%	1
Too busy / crowded	6.7%	259	0.0%	0	1.5%	1	1.5%	0	4.4%	5	0.0%	0	2.7%	1	1.6%	1	2.5%	2	5.7%	1	0.0%	0	4.0%	2	3.1%	2	8.0%	2
Lack of non-food stores	6.3%	243	5.6%	2	7.2%	3	6.0%	2	10.3%	11	8.0%	5	6.7%	3	1.6%	1	6.2%	6	4.3%	1	6.7%	2	16.0%	10	4.7%	3	9.3%	3
Traffic congestion	4.5%	175	4.2%	1	0.0%	0	0.0%	0	4.4%	5	0.0%	0	1.3%	1	1.6%	1	1.2%	1	1.4%	0	0.0%	0	1.3%	1	3.1%	2	2.7%	1
Vacant shops	3.7%	142	7.0%	2	13.0%	6	1.5%	0	2.9%	3	2.7%	2	1.3%	1	3.1%	1	0.0%	0	1.4%	0	13.3%	4	10.7%	7	6.3%	4	1.3%	0
Difficult to park near shops	1.8%	68	0.0%	0	1.5%	1	1.5%	0	1.5%	2	1.3%	1	0.0%	0	3.1%	1	0.0%	0	1.4%	0	2.2%	1	1.3%	1	1.6%	1	2.7%	1
Unnatractive environment	1.7%	67	0.0%	0	5.8%	3	3.0%	1	2.9%	3	1.3%	1	2.7%	1	0.0%	0	1.2%	1	5.7%	1	2.2%	1	1.3%	1	7.8%	4	0.0%	0
Other	1.7%	65	0.0%	0	1.5%	1	1.5%	0	1.5%	2	1.3%	1	0.0%	0	0.0%	0	3.7%	4	2.9%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Cost of parking	1.5%	59	0.0%	0	4.3%	2	3.0%	1	4.4%	5	2.7%	2	0.0%	0	1.6%	1	0.0%	0	18.6%	3	0.0%	0	4.0%	2	1.6%	1	1.3%	0
Poor department store offer	1.4%	55	0.0%	0	1.5%	1	1.5%	0	1.5%	2	0.0%	0	2.7%	1	1.6%	1	1.2%	1	0.0%	0	0.0%	0	8.0%	5	0.0%	0	2.7%	1
Lack of foodstores	1.4%	52	2.8%	1	4.3%	2	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.2%	1	6.7%	4	1.6%	1	1.3%	0
Too expensive	1.3%	50	1.4%	0	2.9%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.3%	1	3.1%	2	1.3%	0
Too long / inconvenient journey	1.3%	49	1.4%	0	0.0%	0	3.0%	1	1.5%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.4%	0	0.0%	0	2.7%	2	3.1%	2	0.0%	0
Youths loitering / anti social behaviour	1.1%	44	2.8%	1	4.3%	2	3.0%	1	0.0%	0	1.3%	1	1.3%	1	4.7%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.1%	2	2.7%	1
Dirty	1.1%	42	0.0%	0	4.3%	2	3.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.2%	1	4.0%	2	0.0%	0	1.3%	0
Litter	0.9%	35	4.2%	1	4.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.7%	3	1.3%	0
Too big	0.7%	27	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Shops are too far apart	0.7%	26	1.4%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	2.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Poor bus services	0.7%	26	0.0%	0	1.5%	1	0.0%	0	1.5%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Lack of eating and drinking places	0.6%	25	0.0%	0	0.0%	0	3.0%	1	0.0%	0	2.7%	2	0.0%	0	1.6%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security for shoppers / cars	0.6%	25	1.4%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.3%	1	0.0%	0	1.2%	1	1.4%	0	2.2%	1	2.7%	2	0.0%	0	0.0%	0
Lack of independant stores	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market is poor / gone	0.5%	18	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.1%	1	1.2%	1	0.0%	0	2.2%	1	0.0%	0	1.6%	1	1.3%	0
Rude people	0.4%	16	1.4%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	0
Poor access for disabled	0.3%	13	0.0%	0	0.0%	0	1.5%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is too hot / stuffy	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Too many charity / pound shops	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.3%	0
It is outdoors / cold	0.3%	12	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stall / Market traders harrass shoppers	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roadworks	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	0
Lack of clothing / shoe stores	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility by foot / cycle	0.3%	11	1.4%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough toilets	0.3%	10	0.0%	0	0.0%	0	1.5%	0	1.5%	2	2.7%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Shopping environment feels enclosed / claustrophobic	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of stores for the elderly	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Poor seating	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Too many mobile phone shops	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops aren't undercover	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	0
Poor bus station	0.2%	8	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Dislike the changes to the location	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality stores	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	0
Poor / uneven flooring	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
The Bullring Shopping Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of specialised stores	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough disabled parking	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Stores are very / too similar	0.1%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor lighting	0.0%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor opening hours	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.8%	71	1.4%	0	4.3%	2	0.0%	0	4.4%	5	1.3%	1	0.0%	0	1.6%	1	3.7%	4	1.4%	0	4.4%	1	0.0%	0	1.6%	1	4.0%	1
Weighted base:		3857		31		48		32		103		68		52		36		96		17		30		62		57		31
Sample:		3858		71		69		67		68		75		75		64		81		70		45		75		64		75

Q09 What would make you shop in or visit (LOCATION MENTIONED AT Q05) more often ?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Nothing	61.1%	2358	39.4%	12	47.8%	23	58.2%	19	67.6%	70	61.3%	42	65.3%	34	65.6%	23	67.9%	65	44.3%	8	60.0%	18	53.3%	33	62.5%	36	68.0%	21
More non-food stores	6.2%	238	14.1%	4	7.2%	3	10.4%	3	2.9%	3	8.0%	5	4.0%	2	7.8%	3	4.9%	5	7.1%	1	8.9%	3	9.3%	6	4.7%	3	1.3%	0
More department stores	5.6%	216	4.2%	1	15.9%	8	7.5%	2	11.8%	12	2.7%	2	9.3%	5	9.4%	3	6.2%	6	4.3%	1	8.9%	3	14.7%	9	6.3%	4	9.3%	3
Cheaper parking	4.9%	190	4.2%	1	4.3%	2	3.0%	1	4.4%	5	6.7%	5	1.3%	1	6.3%	2	2.5%	2	22.9%	4	0.0%	0	6.7%	4	10.9%	6	4.0%	1
Easier / more parking	4.2%	163	12.7%	4	4.3%	2	3.0%	1	5.9%	6	6.7%	5	5.3%	3	6.3%	2	2.5%	2	1.4%	0	6.7%	2	9.3%	6	4.7%	3	4.0%	1
More specialist shops	3.0%	115	2.8%	1	1.5%	1	6.0%	2	4.4%	5	0.0%	0	1.3%	1	3.1%	1	0.0%	0	5.7%	1	2.2%	1	12.0%	7	3.1%	2	2.7%	1
Cheaper prices	2.9%	111	0.0%	0	2.9%	1	3.0%	1	0.0%	0	1.3%	1	1.3%	1	0.0%	0	1.2%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	2.8%	107	1.4%	0	1.5%	1	4.5%	1	4.4%	5	0.0%	0	1.3%	1	1.6%	1	1.2%	1	1.4%	0	4.4%	1	10.7%	7	0.0%	0	1.3%	0
Better public transport links	2.2%	84	5.6%	2	2.9%	1	3.0%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.4%	0	2.2%	1	0.0%	0	1.6%	1	0.0%	0
More higher order / designer stores	2.1%	81	1.4%	0	2.9%	1	3.0%	1	2.9%	3	0.0%	0	1.3%	1	1.6%	1	1.2%	1	2.9%	1	0.0%	0	5.3%	3	6.3%	4	2.7%	1
More food stores	1.7%	64	2.8%	1	2.9%	1	0.0%	0	1.5%	2	1.3%	1	2.7%	1	3.1%	1	2.5%	2	0.0%	0	2.2%	1	2.7%	2	1.6%	1	0.0%	0
More places to eat / drink	1.3%	48	0.0%	0	0.0%	0	4.5%	1	0.0%	0	2.7%	2	1.3%	1	1.6%	1	0.0%	0	4.3%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0
More money	1.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Cleaner environment	0.9%	33	2.8%	1	5.8%	3	3.0%	1	0.0%	0	1.3%	1	2.7%	1	0.0%	0	1.2%	1	0.0%	0	4.4%	1	1.3%	1	0.0%	0	1.3%	0
If it was closer	0.8%	32	2.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markets	0.8%	32	1.4%	0	1.5%	1	1.5%	0	1.5%	2	0.0%	0	1.3%	1	3.1%	1	2.5%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	4.0%	1
More leisure facilities (e.g. cinema etc.)	0.7%	27	2.8%	1	0.0%	0	1.5%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Refurbishment of area	0.6%	21	0.0%	0	1.5%	1	1.5%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
More clothes / shoe shops	0.5%	21	0.0%	0	5.8%	3	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More special offers	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.5%	19	2.8%	1	0.0%	0	1.5%	0	1.5%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	1.3%	1	0.0%	0	0.0%	0
Other	0.4%	16	1.4%	0	0.0%	0	1.5%	0	1.5%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
More security / better personal safety	0.4%	15	2.8%	1	4.3%	2	1.5%	0	1.5%	2	1.3%	1	0.0%	0	3.1%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Longer opening hours	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Undercover	0.4%	14	1.4%	0	0.0%	0	1.5%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Better access by car	0.4%	14	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	1.3%	1	0.0%	0	1.3%	0
Less busy / crowds	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.2%	9	1.4%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	8	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new / larger supermarket	0.2%	8	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Introduce a specific store (varied)	0.2%	8	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More toilet facilities	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stores close together / more compact	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality stores	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	0
More indoor shopping	0.2%	6	0.0%	0	1.5%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
More shops / choice (general)	0.1%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better delivery service	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Better delivery service	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More time	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wider isles	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Better pedestrianisation	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
More services (e.g. bank, library, hairdressers etc.)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.9%	112	9.9%	3	1.5%	1	0.0%	0	1.5%	2	4.0%	3	2.7%	1	3.1%	1	1.2%	1	0.0%	0	2.2%	1	1.3%	1	3.1%	2	2.7%	1
Weighted base:		3857		31		48		32		103		68		52		36		96		17		30		62		57		31
Sample:		3858		71		69		67		68		75		75		64		81		70		45		75		64		75

Q10 How often do you visit (LOCATION MENTIONED AT Q05) in the evenings ?

Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Everyday	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	0	2.2%	1	1.3%	1	0.0%	0	0.0%	0
4-6 days a week	0.4%	15	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	2.9%	111	1.4%	0	1.5%	1	3.0%	1	0.0%	0	1.3%	1	2.7%	1	3.1%	1	1.2%	1	0.0%	0	4.4%	1	2.7%	2	1.6%	1	2.7%	1
1 day a week	6.4%	245	0.0%	0	7.2%	3	6.0%	2	5.9%	6	0.0%	0	5.3%	3	6.3%	2	3.7%	4	8.6%	1	11.1%	3	6.7%	4	1.6%	1	4.0%	1
Once every 2 weeks	4.7%	181	1.4%	0	2.9%	1	3.0%	1	0.0%	0	4.0%	3	4.0%	2	3.1%	1	0.0%	0	4.3%	1	0.0%	0	4.0%	2	6.3%	4	5.3%	2
Once every month	10.3%	397	9.9%	3	8.7%	4	9.0%	3	8.8%	9	6.7%	5	5.3%	3	4.7%	2	4.9%	5	7.1%	1	8.9%	3	13.3%	8	12.5%	7	14.7%	5
Once a quarter	7.5%	290	8.5%	3	4.3%	2	10.4%	3	8.8%	9	4.0%	3	6.7%	3	1.6%	1	4.9%	5	8.6%	1	0.0%	0	8.0%	5	6.3%	4	8.0%	2
Less often than once a quarter	8.6%	331	7.0%	2	2.9%	1	6.0%	2	10.3%	11	12.0%	8	5.3%	3	9.4%	3	9.9%	9	11.4%	2	6.7%	2	10.7%	7	6.3%	4	10.7%	3
Never	58.6%	2261	71.8%	22	72.5%	35	59.7%	19	66.2%	68	72.0%	49	70.7%	37	70.3%	25	75.3%	72	57.1%	10	66.7%	20	53.3%	33	65.6%	38	53.3%	17
(Don't know)	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Weighted base:		3857		31		48		32		103		68		52		36		96		17		30		62		57		31
Sample:		3858		71		69		67		68		75		75		64		81		70		45		75		64		75

Q11 What would make you stay longer in (LOCATION MENTIONED AT Q05) to use it in the evenings?

Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Nothing	77.7%	2998	81.7%	25	81.2%	39	77.6%	25	76.5%	79	85.3%	58	73.3%	38	75.0%	27	81.5%	78	67.1%	12	86.7%	26	76.0%	47	78.1%	45	80.0%	25
Late night shopping	5.1%	196	2.8%	1	0.0%	0	6.0%	2	4.4%	5	6.7%	5	9.3%	5	3.1%	1	4.9%	5	10.0%	2	0.0%	0	10.7%	7	4.7%	3	2.7%	1
More restaurants	3.7%	143	7.0%	2	1.5%	1	3.0%	1	2.9%	3	1.3%	1	4.0%	2	1.6%	1	3.7%	4	10.0%	2	0.0%	0	2.7%	2	0.0%	0	2.7%	1
Better police presence	2.1%	79	2.8%	1	0.0%	0	7.5%	2	2.9%	3	1.3%	1	5.3%	3	4.7%	2	6.2%	6	2.9%	1	4.4%	1	1.3%	1	7.8%	4	1.3%	0
More bars	1.4%	54	1.4%	0	0.0%	0	1.5%	0	4.4%	5	0.0%	0	0.0%	0	1.6%	1	1.2%	1	5.7%	1	2.2%	1	5.3%	3	1.6%	1	2.7%	1
Cinema	1.0%	40	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.3%	0
Better accessibility by bus	1.0%	38	1.4%	0	1.5%	1	4.5%	1	0.0%	0	0.0%	0	1.3%	1	1.6%	1	1.2%	1	1.4%	0	0.0%	0	0.0%	0	1.6%	1	2.7%	1
Other	0.7%	25	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More late night car parks	0.6%	25	1.4%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0	1.6%	1	2.5%	2	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More security / better personal safety	0.5%	21	0.0%	0	1.5%	1	0.0%	0	2.9%	3	0.0%	0	1.3%	1	0.0%	0	1.2%	1	1.4%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	0
Cheaper prices	0.5%	21	0.0%	0	0.0%	0	1.5%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.4%	17	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.4%	16	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.6%	1	0.0%	0
More shops	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More general entertainment	0.4%	14	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0
More money	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	0.4%	14	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
More child-friendly facilities	0.3%	13	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Cheaper / free parking	0.3%	11	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Live music / gigs	0.3%	11	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More family orientated facilities	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
More events that cater for the elderly	0.2%	8	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less gangs	0.2%	8	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
More shows at the theatre	0.2%	7	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
More time / less working hours	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events in the city centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper taxis	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Babysitting service	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better accessibility by train	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pubs / restaurants	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not so busy / less crowding	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Coffee shops / cafes open later	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lift smoking ban	0.1%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't Know)	3.2%	122	0.0%	0	5.8%	3	1.5%	0	1.5%	2	4.0%	3	2.7%	1	6.3%	2	0.0%	0	4.3%	1	2.2%	1	2.7%	2	3.1%	2	4.0%	1
Weighted base:		3857		31		48		32		103		68		52		36		96		17		30		62		57		31
Sample:		3858		71		69		67		68		75		75		64		81		70		45		75		64		75

Q12 Where do you do most of your households shopping for furniture, floor coverings and household textiles ?
(Not including internet / catalogue / mail order / tv shopping or don't buy at Q12)

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Birmingham	8.2%	284	6.2%	2	1.5%	1	3.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	1.4%	0	0.0%	0	1.8%	1	1.6%	1	1.5%	0
Wolverhampton	6.1%	211	1.6%	0	0.0%	0	35.7%	10	24.2%	23	27.0%	16	12.5%	6	27.6%	9	23.3%	20	4.2%	1	38.2%	9	32.7%	15	39.3%	21	22.4%	6
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	5.2%	180	1.6%	0	4.3%	2	5.4%	1	6.5%	6	3.2%	2	14.1%	6	15.5%	5	6.9%	6	0.0%	0	14.7%	3	1.8%	1	1.6%	1	3.0%	1
Merry Hill (Shopping Centre)	4.3%	149	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	3	7.5%	2
Walsall	3.6%	123	9.4%	3	10.1%	5	0.0%	0	0.0%	0	3.2%	2	10.9%	5	5.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.6%	1	0.0%	0
Cannock	2.8%	97	15.6%	4	5.8%	3	0.0%	0	4.8%	5	3.2%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	2.6%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.1%	4	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.0%	1
Dudley	2.4%	83	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.6%	2	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	2.3%	80	9.4%	3	4.3%	2	0.0%	0	4.8%	5	6.3%	4	1.6%	1	0.0%	0	1.4%	1	1.4%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Kidderminster	2.3%	79	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	2.0%	69	1.6%	0	0.0%	0	0.0%	0	3.2%	3	1.6%	1	6.3%	3	1.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0
Other	2.0%	68	0.0%	0	1.5%	1	1.8%	0	1.6%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	2.0%	68	0.0%	0	0.0%	0	5.4%	1	0.0%	0	3.2%	2	1.6%	1	5.2%	2	12.3%	11	0.0%	0	14.7%	3	7.3%	3	4.9%	3	9.0%	2
Oldbury	1.4%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	1.2%	40	0.0%	0	0.0%	0	5.4%	1	8.1%	8	3.2%	2	0.0%	0	3.4%	1	4.1%	4	0.0%	0	14.7%	3	14.5%	7	11.5%	6	3.0%	1
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher,	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Poundland, Peac																												
Solihull	1.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	1.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	1.0%	35	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.8%	28	6.2%	2	5.8%	3	0.0%	0	0.0%	0	3.2%	2	3.1%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.8%	26	1.6%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.7%	23	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.6%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Homebase, Chester Road, New Oscott	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.6%	21	0.0%	0	0.0%	0	1.8%	0	3.2%	3	4.8%	3	0.0%	0	1.7%	1	1.4%	1	0.0%	0	2.9%	1	5.5%	2	8.2%	4	4.5%	1
Tamworth	0.6%	20	1.6%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.6%	19	1.6%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Redditch	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington	0.6%	19	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores,	0.5%	19	3.1%	1	1.5%	1	1.8%	0	0.0%	0	0.0%	0	1.6%	1	1.7%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
M&S Outlet)																												
Bromsgrove	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.5%	18	1.6%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.5%	16	3.1%	1	15.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Business Park, Bilston	0.4%	15	0.0%	0	0.0%	0	5.4%	1	0.0%	0	3.2%	2	0.0%	0	1.7%	1	2.7%	2	0.0%	0	2.9%	1	0.0%	0	1.6%	1	1.5%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.4%	14	0.0%	0	0.0%	0	3.6%	1	4.8%	5	1.6%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.8%	1	0.0%	0	0.0%	0
Selly Oak	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.4%	14	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Birchley Industrial Estate, Oldbury	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	1.6%	2	3.2%	2	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks,	0.2%	7	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste																												
Kingswinford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Ventura Retail Park, Tamworth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coles, Great Bridge Road, Bilston	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Lichfield Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Road, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Station Drive, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Stafford Road (Three Tuns)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.1%	3	9.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Darlaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Focus, Dudley Road, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Harborne Lane, Selly	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Oak																												
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warstones Road	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensville Retail Park, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton (JJB Sports, Fabric Warehouse/Bensons, United Carpet Mill, Focus)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove (Focus, Lush Furniture)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cedars Business Park, North Street, Cannock (Carol's Megastore, Motor Mania, Tile Shack, Factory Seconds)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Coppice Lane,	0.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Aldridge																												
The Chase Centre, Church Street, Cannock (CBS Clothing, Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
B&Q, Bridge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	24.7%	853	23.4%	6	40.6%	19	28.6%	8	21.0%	20	33.3%	19	29.7%	13	22.4%	7	31.5%	27	26.8%	5	2.9%	1	29.1%	13	14.8%	8	32.8%	9
Weighted base:		3451		28		48		27		94		57		45		32		86		18		23		46		54		28
Sample:		3439		64		69		56		62		63		64		58		73		71		34		55		61		67

Black Country Household Telephone Survey
For GVA Grimley

Q13 Where do you do most of your households shopping for DIY and decorating goods ?
(Not including internet / catalogue / mail order / tv shopping or don't buy at Q13)

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
B&Q, Mucklow Hill, Halesowen	10.9%	429	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
B&Q, Spring Vale Business Park, Bilston	8.4%	333	0.0%	0	3.8%	2	42.2%	13	15.3%	17	20.3%	13	5.4%	3	31.4%	12	72.6%	72	0.0%	0	42.5%	11	25.0%	13	39.7%	24	31.5%	9
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	8.4%	331	0.0%	0	11.4%	6	1.6%	0	2.8%	3	13.0%	8	33.8%	17	30.0%	12	1.2%	1	0.0%	0	10.0%	3	6.3%	3	0.0%	0	0.0%	0
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.5%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.1%	120	0.0%	0	1.3%	1	0.0%	0	1.4%	2	0.0%	0	4.1%	2	0.0%	0	3.6%	4	15.6%	3	2.5%	1	0.0%	0	2.9%	2	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	2.8%	109	3.8%	1	3.8%	2	0.0%	0	9.7%	11	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road, New Oscott	2.6%	104	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Wolverhampton	2.6%	101	0.0%	0	0.0%	0	17.2%	5	13.9%	15	15.9%	10	1.4%	1	7.1%	3	3.6%	4	0.0%	0	10.0%	3	23.4%	12	17.6%	11	5.5%	2
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	2.3%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	2.1%	82	6.3%	2	1.3%	1	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	1.9%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	1.9%	74	0.0%	0	0.0%	0	10.9%	3	8.3%	9	1.5%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	25.0%	7	32.8%	17	17.6%	11	17.8%	5
B&Q, New Road, Stourbridge	1.8%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin	1.7%	67	3.8%	1	0.0%	0	0.0%	0	4.2%	5	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos																												
Walsall	1.7%	67	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	4	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	1.7%	65	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	1.5%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	1.5%	58	1.3%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	12.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Selly Oak	1.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Dudley Road, Kingswinford	1.3%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	3
Redditch	1.2%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Lichfield Road, Wolverhampton	1.1%	44	0.0%	0	0.0%	0	6.2%	2	9.7%	11	20.3%	13	1.4%	1	1.4%	1	1.2%	1	0.0%	0	0.0%	0	3.1%	2	0.0%	0	1.4%	0
The Fort Retail Park, Erdington	1.1%	42	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	1.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Coppice Lane, Aldridge	1.0%	39	1.3%	0	46.8%	26	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	0
Bilston	0.8%	32	0.0%	0	0.0%	0	9.4%	3	0.0%	0	0.0%	0	2.7%	1	1.4%	1	9.5%	9	0.0%	0	2.5%	1	0.0%	0	8.8%	5	4.1%	1
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.8%	31	1.3%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	4	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Merry Hill (Shopping Centre)	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Holyhead Road, Handsworth	0.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
West Bromwich	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Ferrie Grove, Brownhills	0.6%	24	20.3%	7	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams,	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Comet, Poundstretcher, Poundland, Peac																												
Sutton Coldfield	0.5%	21	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.5%	21	46.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Harborne Lane, Selly Oak	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton (JJB Sports, Fabric Warehouse/Bensons, United Carpet Mill, Focus)	0.5%	18	0.0%	0	0.0%	0	0.0%	0	9.7%	11	4.3%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Aldridge	0.4%	18	0.0%	0	8.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Lichfield Road, Cannock	0.4%	16	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.3%	13	1.3%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.3%	12	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Street, West Bromwich	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.3%	12	0.0%	0	0.0%	0	3.1%	1	4.2%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Great Barr	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove (Focus, Lush Furniture)	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park,	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Telford																												
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.2%	10	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ash Tree Road, Stirchley	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Prospect Road, Mucklow Hill, Halesowen	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	2	4.3%	3	2.7%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.2%	8	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Sears Retail Park, Solihull	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Marshall Lake Road, Solihull	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lichfield Road, Stafford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Fox's Lane, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Stafford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park,	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)																												
Erdington	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tame Valley Industrial Estate, Tamworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.1%	4	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	1	0.0%	0
Cradley Heath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blockbuster, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Marshall Lake Retail Park, Solihull	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Church Street, Lichfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Centre, Church Street, Cannock (CBS Clothing, Blockbuster)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blockbuster, Dudley Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Spring Vale Way, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Under Lyme	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hednesford Road, Cannock (Pet supplies, City Plumbing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	7.9%	311	8.9%	3	3.8%	2	3.1%	1	13.9%	15	10.1%	6	6.8%	3	10.0%	4	7.1%	7	11.7%	2	7.5%	2	1.6%	1	7.4%	4	9.6%	3
Weighted base:		3939		34		55		31		109		63		52		39		99		19		27		53		61		30
Sample:		3924		79		79		64		72		69		74		70		84		77		40		64		68		73

Q14 Where do you do most of your households shopping for domestic appliances such as washing machines, fridges cookers and kettles ?
(Not including internet / catalogue / mail order / tv shopping or don't buy at Q14)

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	6.8%	258	4.4%	1	14.5%	7	3.0%	1	3.1%	3	10.5%	7	25.0%	12	23.5%	9	7.5%	7	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	6.6%	247	0.0%	0	1.5%	1	34.3%	11	35.4%	35	18.4%	13	8.8%	4	11.8%	4	20.0%	19	0.0%	0	54.5%	16	65.2%	36	48.6%	31	37.7%	11
Wolverhampton	5.4%	204	1.5%	0	0.0%	0	29.9%	10	35.4%	35	25.0%	17	8.8%	4	19.1%	7	17.5%	17	0.0%	0	29.5%	9	25.8%	14	31.9%	21	20.3%	6
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	4.8%	180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.7%	178	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	4.1%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	3.6%	137	30.9%	9	4.3%	2	0.0%	0	10.8%	11	5.3%	4	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	3.2%	122	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	3.0%	114	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.0%	112	0.0%	0	7.2%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Oldbury Retail Park, Oldbury Ringway	2.3%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
(Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph																												
Wednesbury	2.0%	77	2.9%	1	0.0%	0	1.5%	0	0.0%	0	1.3%	1	10.3%	5	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	2.0%	74	10.3%	3	10.1%	5	0.0%	0	0.0%	0	0.0%	0	10.3%	5	7.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	1.9%	70	1.5%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	1.8%	68	4.4%	1	2.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	1.7%	63	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Kidderminster	1.6%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	1.5%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	1.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	1.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	1.3%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	1.3%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	1.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	1.2%	44	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	1.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	12	0.0%	0	2.3%	1	0.0%	0	2.8%	2	1.5%	0
Dudley	1.0%	40	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	1.0%	38	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.8%	31	1.5%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.8%	30	0.0%	0	0.0%	0	6.0%	2	0.0%	0	1.3%	1	5.9%	3	1.5%	1	17.5%	17	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.8%	30	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.8%	29	2.9%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright,	0.7%	28	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Comet, Halfords, Pets at Home, Matalan)																												
Solihull	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Oldbury	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.5%	19	0.0%	0	0.0%	0	1.5%	0	1.5%	2	6.6%	5	1.5%	1	4.4%	2	0.0%	0	0.0%	0	2.3%	1	1.5%	1	0.0%	0	0.0%	0
Telford	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.4%	15	0.0%	0	0.0%	0	4.5%	1	0.0%	0	1.3%	1	7.4%	3	7.4%	3	1.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.4%	15	1.5%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Blackheath	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.3%	12	0.0%	0	0.0%	0	0.0%	0	1.5%	2	7.9%	5	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Comet, Wallsall Road, Willenhall	0.3%	10	0.0%	0	1.5%	1	4.5%	1	0.0%	0	1.3%	1	2.9%	1	5.9%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Stourport	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
B&Q, Mucklow Hill, Halesowen	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	7	16.2%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.2%	6	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.1%	5	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	5	1.5%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Business Park, Bilston	0.1%	5	0.0%	0	0.0%	0	3.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Marshall Lake Retail Park, Solihull	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.1%	5	1.5%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.1%	4	0.0%	0	0.0%	0	1.5%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Forge Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	3	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.1%	2	1.5%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Amrstrong Way, Willenhall (Jollye's pet supplies, Staples, Blockbuster)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Darlaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadmoor	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	11.9%	447	11.8%	3	23.2%	11	7.5%	2	7.7%	8	14.5%	10	8.8%	4	10.3%	4	5.0%	5	16.2%	3	4.5%	1	7.6%	4	9.7%	6	17.4%	5
Weighted base:		3773		29		48		32		98		69		48		38		94		17		29		55		64		28
Sample:		3785		68		69		67		65		76		68		68		80		68		44		66		72		69

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Q15 Where do you do most of your households shopping for TV, Hi-Fi, Radio, photographic and computer equipment ? *(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q15)*																												
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	7.6%	266	7.7%	2	20.0%	9	5.1%	1	3.2%	3	12.9%	8	31.1%	16	23.5%	9	8.0%	7	0.0%	0	2.8%	1	1.6%	1	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	6.5%	228	0.0%	0	1.5%	1	30.5%	9	39.7%	38	15.7%	10	8.1%	4	10.3%	4	17.3%	15	0.0%	0	44.4%	11	62.3%	32	45.8%	29	37.1%	9
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	6.2%	217	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Wolverhampton	5.4%	189	1.5%	0	0.0%	0	39.0%	11	27.0%	26	25.7%	16	10.8%	6	16.2%	6	10.7%	9	0.0%	0	25.0%	6	23.0%	12	36.1%	23	21.0%	5
Merry Hill (Shopping Centre)	5.0%	177	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.8%	168	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	3.6%	128	1.5%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	3.3%	116	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	2.8%	97	9.2%	3	18.5%	8	0.0%	0	0.0%	0	0.0%	0	12.2%	6	8.8%	3	1.3%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	2.7%	97	21.5%	6	1.5%	1	0.0%	0	11.1%	11	1.4%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway	2.5%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
(Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph																												
Other	2.4%	85	0.0%	0	3.1%	1	1.7%	0	1.6%	2	1.4%	1	0.0%	0	1.5%	1	2.7%	2	11.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	2.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	1.9%	68	3.1%	1	3.1%	1	0.0%	0	1.6%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	1.8%	64	4.6%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	9.5%	5	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	1.8%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	1.5%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	1.5%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	1.4%	50	1.5%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	1.3%	45	1.5%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	1.3%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	1.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sedgley	1.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	11	0.0%	0	2.8%	1	0.0%	0	1.4%	1	0.0%	0
Stourbridge	0.9%	32	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Redditch	0.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	0.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.8%	30	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	2.8%	1	1.6%	1	2.8%	2	3.2%	1
Bromsgrove	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.7%	25	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.7%	23	3.1%	1	3.1%	1	0.0%	0	0.0%	0	1.4%	1	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.7%	23	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.7%	1	5.9%	2	16.0%	14	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright,	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Comet, Halfords, Pets at Home, Matalan)																												
Wednesfield	0.5%	16	0.0%	0	0.0%	0	1.7%	0	1.6%	2	8.6%	5	4.1%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.4%	15	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.4%	14	0.0%	0	0.0%	0	3.4%	1	0.0%	0	7.1%	5	2.7%	1	1.5%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.4%	1	0.0%	0
Cradley Heath	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Willenhall	0.3%	9	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.4%	1	1.4%	1	4.4%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	8	20.0%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.2%	6	3.1%	1	9.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadmoor	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	4	1.5%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	4	1.5%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Wallsall Road, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Brierley Hill High Street	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Handsworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Warstones Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Station Drive, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Amrstrong Way, Willenhall (Jollye's pet	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
supplies, Staples, Blockbuster)																												
Staples, Tildasley Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	13.0%	458	12.3%	3	24.6%	11	10.2%	3	11.1%	11	21.4%	14	5.4%	3	11.8%	4	12.0%	11	23.5%	4	8.3%	2	11.5%	6	9.7%	6	21.0%	5
Weighted base:		3515		28		45		28		95		64		52		38		89		17		24		51		64		26
Sample:		3520		65		65		59		63		70		74		68		75		68		36		61		72		62

Q16 Where do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass and cosmetics ?

(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q16)

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Birmingham	17.7%	583	11.3%	3	6.1%	3	10.0%	2	5.1%	5	3.4%	2	4.9%	2	5.2%	2	3.2%	2	1.7%	0	0.0%	0	7.6%	4	8.2%	4	4.5%	1
Wolverhampton	12.3%	404	0.0%	0	0.0%	0	56.0%	13	69.5%	62	52.5%	28	24.6%	10	43.1%	14	35.5%	26	3.3%	1	71.4%	17	77.3%	42	70.5%	38	47.0%	13
Merry Hill (Shopping Centre)	11.9%	394	3.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	4.9%	2	1.7%	1	14.5%	11	0.0%	0	2.9%	1	0.0%	0	4.9%	3	22.7%	6
Walsall	8.2%	270	41.9%	11	34.8%	16	0.0%	0	0.0%	0	1.7%	1	39.3%	17	24.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	5.9%	194	0.0%	0	0.0%	0	4.0%	1	1.7%	2	0.0%	0	1.6%	1	1.7%	1	4.8%	4	1.7%	0	2.9%	1	3.0%	2	0.0%	0	6.1%	2
Sutton Coldfield	3.0%	99	3.2%	1	13.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	2.5%	82	4.8%	1	0.0%	0	0.0%	0	5.1%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	2.4%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.8%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	1.8%	60	4.8%	1	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	1.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	1.5%	49	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.5%	0
Other	1.4%	48	0.0%	0	3.0%	1	2.0%	0	0.0%	0	1.7%	1	1.6%	1	0.0%	0	1.6%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	1.4%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	1.2%	40	0.0%	0	0.0%	0	2.0%	0	3.4%	3	3.4%	2	0.0%	0	0.0%	0	0.0%	0	73.3%	11	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Stourbridge	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	0.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.7%	22	0.0%	0	0.0%	0	4.0%	1	1.7%	2	1.7%	1	0.0%	0	0.0%	0	17.7%	13	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.4%	13	3.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.3%	9	1.6%	0	12.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.2%	8	0.0%	0	0.0%	0	0.0%	0	1.7%	2	6.8%	4	1.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.2%	8	0.0%	0	1.5%	1	0.0%	0	1.7%	2	1.7%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.2%	7	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	8.2%	3	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	6	12.9%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.2%	6	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	0.2%	5	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.2%	5	0.0%	0	0.0%	0	2.0%	0	0.0%	0	8.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.2%	5	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	3	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Asda, Brickhouse Lane, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Upon Avon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Cape Hill Retail Park, Smethwick (Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	11.5%	379	9.7%	3	18.2%	8	12.0%	3	8.5%	8	13.6%	7	6.6%	3	8.6%	3	17.7%	13	10.0%	1	17.1%	4	10.6%	6	14.8%	8	10.6%	3
Weighted base:		3301		27		46		24		89		54		43		32		73		15		23		55		54		27
Sample:		3287		62		66		50		59		59		61		58		62		60		35		66		61		66

Q17 Do you take part in any of the following leisure or cultural activities ?

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Cinema	46.1%	2073	38.6%	14	40.2%	24	40.3%	15	35.4%	44	37.2%	29	43.4%	25	30.1%	14	36.0%	38	45.2%	9	23.1%	8	57.3%	39	45.8%	34	55.4%	19
Pubs / clubs	46.9%	2111	44.6%	16	48.3%	29	45.5%	17	48.8%	61	40.7%	32	45.8%	27	36.1%	17	47.2%	50	46.4%	10	42.3%	15	52.4%	36	43.4%	32	55.4%	19
Restaurants/Eating Out	73.3%	3299	74.7%	27	86.2%	52	59.7%	22	62.2%	77	60.5%	47	69.9%	41	56.6%	26	64.0%	67	78.6%	16	44.2%	15	67.1%	46	80.7%	60	79.5%	27
(None of these)	15.9%	714	16.9%	6	10.3%	6	22.1%	8	28.0%	35	24.4%	19	20.5%	12	22.9%	11	20.2%	21	14.3%	3	34.6%	12	19.5%	13	13.3%	10	7.2%	2
Weighted base:		4501		36		60		37		124		78		58		46		105		21		35		68		74		34
Sample:		4501		83		87		77		82		86		83		83		89		84		52		82		83		83

Q18 Where do you go most often to visit the cinema ?
Those who visit the cinema at Q17

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Showcase Cinema, Castlegate Way, Birmingham New Road, Dudley, DY1 4TA	16.4%	339	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	53.1%	20	0.0%	0	16.7%	1	4.3%	2	31.6%	11	45.7%	9
Cineworld, Bentley Bridge Leisure Park, Wednesdfield, WV11 1TZ	14.0%	290	21.9%	3	11.4%	3	83.9%	12	86.2%	38	87.5%	26	66.7%	17	72.0%	10	25.0%	9	2.6%	0	66.7%	5	70.2%	27	55.3%	19	10.9%	2
Empire, Great park, Rubery, Birmingham, B45 9NY	12.3%	255	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema, Bentley Mill Way, Walsall, WS2 0LE	11.6%	241	53.1%	7	48.6%	12	6.5%	1	6.9%	3	6.3%	2	27.8%	7	12.0%	2	12.5%	5	2.6%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Odeon, Merry Hill Shopping Centre, Dudley, DY5 1SY	9.7%	201	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	4.3%	2	2.6%	1	26.1%	5
Cineworld, Broad Street, Birmingham, B15 1DA	4.7%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AMC Theatres, Ladywood Road, Broadway Plaza, Birmingham, B16 8EU	4.2%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Other	3.6%	75	0.0%	0	14.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Vue, Star City, Watson Road, Birmingham, B7 5SA	3.3%	68	12.5%	2	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema, Kingsbury Road, Birmingham, B24 9QE	3.3%	68	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Bolbridge Street, Tamworth, B79 7PB	2.7%	56	6.2%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel Cinema, Hagley Road West, Halesowen, B62 9AS	2.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Light House Cinema, The Chubb Buildings, Fryer Street, Wolverhampton, WV1 1HT	1.5%	31	3.1%	0	2.9%	1	0.0%	0	3.4%	2	0.0%	0	0.0%	0	4.0%	1	3.1%	1	2.6%	0	8.3%	1	17.0%	7	7.9%	3	6.5%	1
Odeon, New Street, Birmingham, B2 4ST	1.1%	24	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warehouse, Green Street, Kidderminster	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel / Majestic Cinema, Whitburn Street, Bridgnorth, Shropshire, WV16 4QP	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Odeon, Foregate, Telford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.5%	6	0.0%	0	2.1%	1	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Cineworld, Mill Lane Arcade, Touchwood, Solihull, B91 3GS	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Cinema, Birmingham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Picture House, Walsall Road, Cannock, WS11 0HE	0.2%	4	3.1%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imax Theatre, Curzon Street, Birmingham, B4 7XG	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	5.8%	121	0.0%	0	8.6%	2	3.2%	0	0.0%	0	6.3%	2	5.6%	1	8.0%	1	0.0%	0	10.5%	1	8.3%	1	0.0%	0	0.0%	0	4.4%	1
Weighted base:		2073		14		24		15		44		29		25		14		38		9		8		39		34		19
Sample:		2016		32		35		31		29		32		36		25		32		38		12		47		38		46

Q19 What town centre do you visit most often for pubs / clubs ?
Those who visit pubs / clubs at Q17

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Birmingham	16.5%	349	16.2%	3	4.8%	1	8.6%	1	2.5%	2	0.0%	0	5.3%	1	3.3%	1	4.8%	2	0.0%	0	0.0%	0	7.0%	2	8.3%	3	2.2%	0
Wolverhampton	8.6%	181	0.0%	0	0.0%	0	62.9%	11	55.0%	33	25.7%	8	18.4%	5	20.0%	3	28.6%	14	5.1%	1	68.2%	10	60.5%	22	47.2%	15	15.2%	3
Other	5.6%	119	0.0%	0	7.1%	2	0.0%	0	7.5%	5	2.9%	1	0.0%	0	0.0%	0	7.1%	4	12.8%	1	4.5%	1	0.0%	0	0.0%	0	4.4%	1
Walsall	5.3%	112	16.2%	3	16.7%	5	0.0%	0	0.0%	0	2.9%	1	18.4%	5	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	3.8%	81	5.4%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	3.1%	65	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	3.1%	65	5.4%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	2.7%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	2.7%	58	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.2%	0
Dudley	2.4%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	4.4%	1
West Bromwich	2.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	1.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	1.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	1.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	1.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	1.2%	26	0.0%	0	0.0%	0	5.7%	1	10.0%	6	48.6%	16	5.3%	1	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Kingswinford	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Bilston	1.0%	21	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	31.0%	15	0.0%	0	4.5%	1	0.0%	0	2.8%	1	0.0%	0
Brierley Hill High Street	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.9%	19	0.0%	0	0.0%	0	5.7%	1	0.0%	0	2.9%	1	36.8%	10	26.7%	4	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0	2.3%	1	2.8%	1	0.0%	0
Oldbury	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.7%	15	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.8%	1	0.0%	0
Burntwood	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.6%	13	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	9.1%	1	2.3%	1	0.0%	0	4.4%	1
Blackheath	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.6%	12	0.0%	0	28.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.5%	11	2.7%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.3%	8
Streetly	0.5%	10	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Redditch	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Bloxwich	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.3%	7	37.8%	6	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhill Village	0.3%	7	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Pelsall	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnt Green	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsnorton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	8.3%	3	0.0%	0
Compton Village	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Stafford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Clent	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone	0.1%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Town	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	0.1%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Upon Avon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	13.0%	274	13.5%	2	23.8%	7	5.7%	1	12.5%	8	8.6%	3	7.9%	2	16.7%	3	11.9%	6	10.3%	1	9.1%	1	16.3%	6	19.4%	6	15.2%	3
Weighted base:		2111		16		29		17		61		32		27		17		50		10		15		36		32		19
Sample:		2093		37		42		35		40		35		38		30		42		39		22		43		36		46

Q20 What town centre do you visit most often for restaurants/eating out?
Those who visit restaurants / eat out at Q17

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Birmingham	16.4%	542	9.7%	3	2.7%	1	6.5%	1	3.9%	3	3.8%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	3.6%	2	3.0%	2	0.0%	0
Wolverhampton	7.8%	258	0.0%	0	0.0%	0	58.7%	13	52.9%	41	26.9%	13	22.4%	9	17.0%	4	29.8%	20	0.0%	0	60.9%	9	60.0%	27	44.8%	27	16.7%	5
Other	4.2%	139	0.0%	0	2.7%	1	0.0%	0	3.9%	3	3.8%	2	3.4%	1	4.3%	1	1.8%	1	3.0%	1	0.0%	0	3.6%	2	1.5%	1	1.5%	0
Walsall	4.0%	131	1.6%	0	10.7%	6	0.0%	0	0.0%	0	1.9%	1	20.7%	8	19.1%	5	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	3.8%	126	9.7%	3	0.0%	0	2.2%	0	3.9%	3	5.8%	3	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Lichfield	3.4%	111	8.1%	2	8.0%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	3.2%	106	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	7	0.0%	0	0.0%	0	1.8%	1	1.5%	1	1.5%	0
Sutton Coldfield	2.8%	93	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	2.4%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	2.3%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	2.1%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	1.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	1.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	1.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	1.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	1.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.5%	1	8.7%	1	1.8%	1	4.5%	3	10.6%	3
Merry Hill (Shopping Centre)	1.1%	35	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.5%	0
Kingswinford	1.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Brownhills	1.0%	32	38.7%	10	8.0%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	1.0%	32	3.2%	1	30.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.8%	25	0.0%	0	0.0%	0	6.5%	1	0.0%	0	1.9%	1	19.0%	8	29.8%	8	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.7%	22	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.7%	22	0.0%	0	0.0%	0	2.2%	0	3.9%	3	23.1%	11	3.4%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Bilston	0.5%	17	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	2	17.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	1.8%	1	6.0%	4	0.0%	0
Quinton	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.4%	13	0.0%	0	0.0%	0	2.2%	0	2.0%	2	1.9%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Burntwood	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	6
Rubery	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.2%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Blackheath	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Tettenhill Village	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Bewdley	0.2%	7	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsnorton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Penn	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Clent	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Upon Avon	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Village	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Alvechurch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Town	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Gornal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park	0.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Under Lyme	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	22.9%	756	27.4%	7	33.3%	17	10.9%	2	19.6%	15	30.8%	15	17.2%	7	19.1%	5	24.6%	17	34.8%	6	26.1%	4	18.2%	8	35.8%	21	37.9%	10
Weighted base:		3299		27		52		22		77		47		41		26		67		16		15		46		60		27
Sample:		3269		62		75		46		51		52		58		47		57		66		23		55		67		66

Q21 Are there any leisure facilities that you think are lacking within a reasonable distance of your home?

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
No	69.3%	3121	61.4%	22	69.0%	42	72.7%	27	72.0%	89	86.0%	67	80.7%	47	74.7%	34	74.2%	78	51.2%	11	65.4%	23	64.6%	44	75.9%	56	77.1%	26
Yes, swimming pool	9.9%	444	4.8%	2	5.7%	3	5.2%	2	8.5%	11	1.2%	1	4.8%	3	2.4%	1	6.7%	7	34.5%	7	0.0%	0	13.4%	9	12.0%	9	2.4%	1
Yes, leisure/ fitness centre	6.9%	312	10.8%	4	3.4%	2	9.1%	3	8.5%	11	3.5%	3	6.0%	3	2.4%	1	9.0%	9	9.5%	2	11.5%	4	6.1%	4	8.4%	6	9.6%	3
Yes, cinema	6.1%	273	19.3%	7	6.9%	4	1.3%	0	2.4%	3	0.0%	0	2.4%	1	4.8%	2	4.5%	5	3.6%	1	5.8%	2	6.1%	4	2.4%	2	6.0%	2
Yes, bowling	4.2%	191	9.6%	3	4.6%	3	0.0%	0	4.9%	6	0.0%	0	3.6%	2	2.4%	1	4.5%	5	0.0%	0	1.9%	1	3.7%	2	1.2%	1	2.4%	1
Yes, Ice skating rink	2.6%	116	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	3.6%	2	4.8%	2	0.0%	0	0.0%	0	1.9%	1	2.4%	2	2.4%	2	1.2%	0
Yes, restaurants/ cafes	2.2%	99	1.2%	0	1.2%	1	2.6%	1	2.4%	3	1.2%	1	1.2%	1	2.4%	1	2.2%	2	2.4%	1	1.9%	1	4.9%	3	0.0%	0	1.2%	0
Yes, Youth clubs / facilities	1.9%	87	1.2%	0	3.4%	2	3.9%	1	4.9%	6	0.0%	0	1.2%	1	1.2%	1	4.5%	5	1.2%	0	1.9%	1	1.2%	1	1.2%	1	2.4%	1
Yes, pubs/ clubs/ bars	1.5%	66	3.6%	1	2.3%	1	1.3%	0	1.2%	2	0.0%	0	2.4%	1	3.6%	2	1.1%	1	1.2%	0	1.9%	1	4.9%	3	0.0%	0	1.2%	0
Yes, shops	1.0%	47	0.0%	0	1.2%	1	1.3%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.4%	1	0.0%	0	2.4%	2	0.0%	0	3.6%	1
Yes, Play areas	0.6%	29	0.0%	0	1.2%	1	0.0%	0	2.4%	3	0.0%	0	0.0%	0	1.2%	1	1.1%	1	1.2%	0	0.0%	0	1.2%	1	1.2%	1	1.2%	0
Yes, Theatre	0.6%	27	2.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Yes, Parks	0.5%	22	0.0%	0	1.2%	1	1.3%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	3.8%	1	2.4%	2	0.0%	0	1.2%	0
Yes, other	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	0
Yes, Facilities for the elderly	0.4%	17	0.0%	0	2.3%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.2%	0	3.8%	1	1.2%	1	0.0%	0	1.2%	0
Yes, bingo	0.3%	14	3.6%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Yes, Tennis facilities	0.2%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Yes, Skate park	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Live music events	0.2%	8	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Roller skating	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0
Yes, Indoor bowls	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Ski slope / snowdome	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Stadium	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Better gym facilities	0.1%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Yes, Library	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Football pitch	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Yes, Golf course	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Spa facilities	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Yes, Dance facilities	0.1%	5	1.2%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Yes, Cycle paths	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Community centres	0.1%	3	1.2%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Snooker hall	0.1%	3	1.2%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Entertainment facilities	0.0%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	123	6.0%	2	5.7%	3	3.9%	1	2.4%	3	8.1%	6	1.2%	1	1.2%	1	3.4%	4	2.4%	1	5.8%	2	4.9%	3	4.8%	4	0.0%	0
Weighted base:		4501		36		60		37		124		78		58		46		105		21		35		68		74		34
Sample:		4501		83		87		77		82		86		83		83		89		84		52		82		83		83

GEN Gender of respondent.

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Male	28.5%	1282	30.1%	11	32.2%	19	41.6%	15	32.9%	41	31.4%	25	26.5%	15	27.7%	13	30.3%	32	27.4%	6	25.0%	9	28.0%	19	33.7%	25	27.7%	9
Female	71.5%	3219	69.9%	25	67.8%	41	58.4%	22	67.1%	83	68.6%	54	73.5%	43	72.3%	33	69.7%	73	72.6%	15	75.0%	26	72.0%	49	66.3%	49	72.3%	25
Weighted base:		4501		36		60		37		124		78		58		46		105		21		35		68		74		34
Sample:		4501		83		87		77		82		86		83		83		89		84		52		82		83		83

Black Country Household Telephone Survey
For GVA Grimley

AGE Could I ask how old you are ?

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
18 to 24	2.1%	94	1.2%	0	0.0%	0	5.2%	2	2.4%	3	0.0%	0	1.2%	1	3.6%	2	4.5%	5	3.6%	1	3.8%	1	3.7%	2	1.2%	1	1.2%	0
25 to 34	7.3%	328	6.0%	2	5.7%	3	16.9%	6	4.9%	6	5.8%	5	8.4%	5	2.4%	1	6.7%	7	7.1%	1	1.9%	1	11.0%	7	7.2%	5	0.0%	0
35 to 44	17.2%	775	20.5%	7	12.6%	8	10.4%	4	18.3%	23	5.8%	5	13.3%	8	15.7%	7	12.4%	13	14.3%	3	7.7%	3	19.5%	13	13.3%	10	10.8%	4
45 to 54	24.8%	1118	22.9%	8	18.4%	11	18.2%	7	23.2%	29	23.3%	18	19.3%	11	9.6%	4	16.9%	18	21.4%	4	19.2%	7	24.4%	17	27.7%	21	28.9%	10
55 to 64	14.9%	670	20.5%	7	16.1%	10	26.0%	10	17.1%	21	10.5%	8	20.5%	12	16.9%	8	15.7%	17	22.6%	5	23.1%	8	9.8%	7	8.4%	6	14.5%	5
65 +	33.1%	1488	28.9%	10	46.0%	28	23.4%	9	29.3%	36	54.7%	43	36.1%	21	50.6%	23	43.8%	46	28.6%	6	42.3%	15	31.7%	22	42.2%	31	43.4%	15
(Refused)	0.6%	27	0.0%	0	1.2%	1	0.0%	0	4.9%	6	0.0%	0	1.2%	1	1.2%	1	0.0%	0	2.4%	1	1.9%	1	0.0%	0	0.0%	0	1.2%	0
Weighted base:		4501		36		60		37		124		78		58		46		105		21		35		68		74		34
Sample:		4501		83		87		77		82		86		83		83		89		84		52		82		83		83

SEG Socio-economic grouping:

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
A	2.1%	92	1.2%	0	3.4%	2	1.3%	0	0.0%	0	1.2%	1	3.6%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0	6.1%	4	3.6%	3	3.6%	1
B	14.3%	643	9.6%	3	16.1%	10	9.1%	3	9.8%	12	5.8%	5	6.0%	3	7.2%	3	9.0%	9	20.2%	4	7.7%	3	20.7%	14	20.5%	15	19.3%	7
C1	23.2%	1042	15.7%	6	24.1%	15	18.2%	7	19.5%	24	17.4%	14	22.9%	13	15.7%	7	15.7%	17	31.0%	6	13.5%	5	25.6%	17	30.1%	22	22.9%	8
C2	20.5%	924	33.7%	12	24.1%	15	28.6%	11	28.0%	35	22.1%	17	24.1%	14	27.7%	13	22.5%	24	9.5%	2	17.3%	6	13.4%	9	18.1%	13	15.7%	5
D	12.5%	561	21.7%	8	14.9%	9	18.2%	7	15.9%	20	12.8%	10	12.0%	7	12.0%	6	11.2%	12	9.5%	2	17.3%	6	11.0%	7	6.0%	4	8.4%	3
E	21.5%	967	15.7%	6	12.6%	8	19.5%	7	15.9%	20	36.0%	28	24.1%	14	27.7%	13	36.0%	38	11.9%	2	40.4%	14	15.9%	11	18.1%	13	26.5%	9
(Refused)	6.0%	271	2.4%	1	4.6%	3	5.2%	2	11.0%	14	4.7%	4	7.2%	4	9.6%	4	5.6%	6	14.3%	3	3.8%	1	7.3%	5	3.6%	3	3.6%	1
Weighted base:		4501		36		60		37		124		78		58		46		105		21		35		68		74		34
Sample:		4501		83		87		77		82		86		83		83		89		84		52		82		83		83

EMP Which of the following best describes the chief wage earner of your household's current employment situation ?

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
Working full time	46.8%	2107	37.3%	13	36.8%	22	45.5%	17	46.3%	57	31.4%	25	53.0%	31	37.4%	17	33.7%	35	45.2%	9	38.5%	13	40.2%	27	41.0%	30	39.8%	14
Working part time	7.2%	323	8.4%	3	4.6%	3	7.8%	3	6.1%	8	10.5%	8	1.2%	1	7.2%	3	4.5%	5	11.9%	2	7.7%	3	11.0%	7	6.0%	4	8.4%	3
Unemployed	4.8%	216	13.3%	5	4.6%	3	11.7%	4	4.9%	6	3.5%	3	8.4%	5	2.4%	1	12.4%	13	1.2%	0	5.8%	2	8.5%	6	2.4%	2	3.6%	1
Retired	39.1%	1762	37.3%	13	51.7%	31	31.2%	12	34.1%	42	54.7%	43	34.9%	20	53.0%	24	44.9%	47	33.3%	7	48.1%	17	35.4%	24	48.2%	36	45.8%	16
A housewife	0.7%	33	3.6%	1	1.2%	1	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.4%	1
A student	0.2%	10	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Incapacity benefits	0.2%	9	0.0%	0	0.0%	0	1.3%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.9%	41	0.0%	0	1.2%	1	0.0%	0	3.7%	5	0.0%	0	2.4%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.4%	2	1.2%	1	0.0%	0
Weighted base:		4501		36		60		37		124		78		58		46		105		21		35		68		74		34
Sample:		4501		83		87		77		82		86		83		83		89		84		52		82		83		83

Black Country Household Telephone Survey
For GVA Grimley

CAR How many cars does your household own or have the use of ?

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
None	18.7%	842	10.8%	4	14.9%	9	26.0%	10	23.2%	29	26.7%	21	16.9%	10	27.7%	13	30.3%	32	4.8%	1	36.5%	13	20.7%	14	15.7%	12	13.3%	5
One	44.1%	1986	55.4%	20	44.8%	27	55.8%	21	43.9%	54	47.7%	37	45.8%	27	45.8%	21	46.1%	48	50.0%	10	50.0%	17	46.3%	32	49.4%	37	43.4%	15
Two	28.0%	1259	27.7%	10	27.6%	17	13.0%	5	20.7%	26	16.3%	13	31.3%	18	19.3%	9	19.1%	20	35.7%	7	7.7%	3	26.8%	18	27.7%	21	31.3%	11
Three or more	8.2%	367	4.8%	2	10.3%	6	3.9%	1	9.8%	12	9.3%	7	4.8%	3	7.2%	3	4.5%	5	8.3%	2	3.8%	1	4.9%	3	6.0%	4	12.0%	4
(Refused)	1.0%	46	1.2%	0	2.3%	1	1.3%	0	2.4%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	0	1.9%	1	1.2%	1	1.2%	1	0.0%	0
Weighted base:		4501		36		60		37		124		78		58		46		105		21		35		68		74		34
Sample:		4501		83		87		77		82		86		83		83		89		84		52		82		83		83

INC Approximately what is your total household income ?

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
£0 - £14,999	18.6%	839	28.9%	10	10.3%	6	26.0%	10	29.3%	36	26.7%	21	16.9%	10	19.3%	9	24.7%	26	15.5%	3	32.7%	11	26.8%	18	14.5%	11	19.3%	7
£15,000 - £19,999	5.5%	249	3.6%	1	3.4%	2	6.5%	2	6.1%	8	10.5%	8	4.8%	3	3.6%	2	3.4%	4	8.3%	2	1.9%	1	6.1%	4	7.2%	5	8.4%	3
£20,000 - £29,999	7.2%	323	4.8%	2	4.6%	3	2.6%	1	3.7%	5	4.7%	4	7.2%	4	7.2%	3	4.5%	5	9.5%	2	17.3%	6	6.1%	4	7.2%	5	8.4%	3
£30,000 - £39,999	6.3%	283	7.2%	3	6.9%	4	6.5%	2	2.4%	3	5.8%	5	10.8%	6	3.6%	2	6.7%	7	6.0%	1	5.8%	2	11.0%	7	6.0%	4	2.4%	1
£40,000 - £49,999	5.4%	244	3.6%	1	4.6%	3	7.8%	3	6.1%	8	4.7%	4	1.2%	1	4.8%	2	5.6%	6	2.4%	1	1.9%	1	1.2%	1	4.8%	4	1.2%	0
£50,000 - £59,999	3.4%	154	3.6%	1	1.2%	1	0.0%	0	2.4%	3	1.2%	1	1.2%	1	0.0%	0	2.2%	2	3.6%	1	1.9%	1	9.8%	7	2.4%	2	8.4%	3
£60,000 - £69,999	1.4%	64	1.2%	0	0.0%	0	2.6%	1	1.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.2%	1	2.4%	2	2.4%	1
£70,000 - £79,999	1.4%	64	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.4%	1	1.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.2%	1	2.4%	1
£80,000 - £89,999	0.8%	34	1.2%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	0
£90,000 - £99,999	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0
£100,000 - £149,999	1.1%	47	0.0%	0	1.2%	1	0.0%	0	2.4%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	2.4%	2	2.4%	2	0.0%	0
£150,000+	0.2%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0
(Don't know / refused)	48.3%	2174	44.6%	16	66.7%	40	48.1%	18	45.1%	56	43.0%	34	53.0%	31	60.2%	28	52.8%	56	45.2%	9	38.5%	13	34.1%	23	49.4%	37	44.6%	15
Weighted base:		4501		36		60		37		124		78		58		46		105		21		35		68		74		34
Sample:		4501		83		87		77		82		86		83		83		89		84		52		82		83		83

ETH The following question will be used in a statistical format only, and will help us to assess diverse needs and the level of access to services. What is your ethnic background ?

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
White (British / Irish / Other)	93.3%	4198	96.4%	34	96.6%	58	89.6%	33	91.5%	113	98.8%	78	96.4%	56	96.4%	44	96.6%	102	96.4%	20	88.5%	31	85.4%	58	90.4%	67	98.8%	34
Black / Black British (Caribbean / African / other black)	1.6%	74	0.0%	0	0.0%	0	5.2%	2	2.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.8%	1	4.9%	3	2.4%	2	0.0%	0
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	2.6%	119	1.2%	0	0.0%	0	2.6%	1	3.7%	5	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	7.7%	3	7.3%	5	7.2%	5	0.0%	0
Mixed (any mixed category)	0.5%	24	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.2%	1	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.1%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.8%	82	1.2%	0	3.4%	2	1.3%	0	2.4%	3	0.0%	0	2.4%	1	0.0%	0	2.2%	2	3.6%	1	0.0%	0	2.4%	2	0.0%	0	1.2%	0
Weighted base:		4501		36		60		37		124		78		58		46		105		21		35		68		74		34
Sample:		4501		83		87		77		82		86		83		83		89		84		52		82		83		83

PC_OTH Postcode

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
B16 0	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 8	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 9	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 0	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 9	0.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 4	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 5	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 7	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 1	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 3	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 0	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 8	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 9	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 4	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 5	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 6	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 7	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 1	0.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 2	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 3	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 1	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 2	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 3	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 4	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 5	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 1	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 2	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 3	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 4	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 0	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 8	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 9	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 1	0.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 2	0.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 5	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 6	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 7	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 0	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 8	1.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 9	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 8	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 9	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
B47 5	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B47 6	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B48 7	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 1	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 2	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 3	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 4	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 0	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 7	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 8	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 9	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 8	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 9	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 1	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 2	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 3	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 4	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 5	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 6	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 7	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 0	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 8	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 9	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 1	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 2	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 3	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 4	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 5	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 6	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 7	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 0	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 8	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 9	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 1	0.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 2	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 3	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 4	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 0	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 6	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 7	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 8	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 9	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 1	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 3	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 4	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
B73 5	0.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B73 6	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 2	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 3	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 4	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 2	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 3	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 4	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 2	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 3	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 4	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 5	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 6	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 7	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 0	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 7	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 8	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 9	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 1	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 3	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 4	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 0	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 7	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 8	0.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 9	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 1	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 2	0.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 3	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 0	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 7	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 8	0.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 9	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY7 5	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY7 6	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 1	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 2	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 3	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 4	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 5	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 0	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 7	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 8	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 9	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 5	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 9	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
TF11 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF11 9	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 2	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 3	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 0	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 7	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 8	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 9	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 0	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 1	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 5	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 6	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 7	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 8	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 9	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 0	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 1	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 2	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 3	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 4	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 0	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 7	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 9	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 1	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 2	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 3	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 4	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 5	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 1	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 2	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 3	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 4	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 6	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 7	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
WS7 4	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 6	0.2%	9	25.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 7	0.6%	27	74.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 0	0.5%	22	0.0%	0	36.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 8	0.5%	21	0.0%	0	34.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 9	0.4%	17	0.0%	0	28.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 2	0.6%	27	0.0%	0	0.0%	0	74.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 3	0.0%	2	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 4	0.2%	7	0.0%	0	0.0%	0	19.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 0	0.3%	12	0.0%	0	0.0%	0	0.0%	0	9.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 6	0.6%	29	0.0%	0	0.0%	0	0.0%	0	23.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 7	0.5%	21	0.0%	0	0.0%	0	0.0%	0	17.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 8	0.6%	29	0.0%	0	0.0%	0	0.0%	0	23.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 9	0.7%	33	0.0%	0	0.0%	0	0.0%	0	26.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 1	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 3	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 4	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 5	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 1	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 2	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 3	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 0	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 6	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 7	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 8	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 9	0.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.3%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV15 5	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 1	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	7	0.0%	0	0.0%	0	0.0%	0
WV2 2	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.2%	15	0.0%	0	0.0%	0	0.0%	0
WV2 3	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.9%	9	0.0%	0	0.0%	0	0.0%	0
WV2 4	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	3	0.0%	0	0.0%	0	0.0%	0
WV3 0	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	9	0.0%	0	0.0%	0
WV3 7	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.4%	24	0.0%	0	0.0%	0
WV3 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	13	0.0%	0	0.0%	0
WV3 9	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.7%	22	0.0%	0	0.0%	0
WV4 4	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.0%	35	0.0%	0
WV4 5	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	21	0.0%	0
WV4 6	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	18	0.0%	0
WV5 0	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.2%	14
WV5 7	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4
WV5 8	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	7
WV5 9	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.5%	9
WV6 0	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 7	0.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey
For GVA Grimley

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
WV6 8	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 9	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV7 3	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV8 1	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV8 2	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV9 5	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		4501		36		60		37		124		78		58		46		105		21		35		68		74		34
Sample:		4501		83		87		77		82		86		83		83		89		84		52		82		83		83

Black Country Household Telephone Survey
For GVA Grimley

QUOTA Zone

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
01	3.1%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
02	6.4%	286	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
03	3.6%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
04	4.2%	190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
05	1.9%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
06	1.9%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
07	1.4%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
08	2.6%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09	1.3%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
12	1.2%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
13	1.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
14	3.0%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
15	1.4%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
16	1.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
17	1.4%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
18	2.8%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
19	1.6%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
20	3.5%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
21	1.7%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
22	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
23	2.1%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24	2.1%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25	1.5%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
26	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
27	2.6%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
28	1.5%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
29	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
30	1.2%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
31	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
32	2.2%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
33	3.9%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
34	2.1%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
35	2.5%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
36	0.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
37	1.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
38	1.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
39	1.5%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
40	0.8%	36	100.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41	1.3%	60	0.0%	0	100.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
42	0.8%	37	0.0%	0	0.0%	0	100.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
43	2.8%	124	0.0%	0	0.0%	0	0.0%	0	100.0%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
44	1.7%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
45	1.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 40		Zone 41		Zone 42		Zone 43		Zone 44		Zone 45		Zone 46		Zone 47		Zone 48		Zone 49		Zone 50		Zone 51		Zone 52	
46	1.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
47	2.3%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
48	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
49	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	35	0.0%	0	0.0%	0	0.0%	0
50	1.5%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	68	0.0%	0	0.0%	0
51	1.6%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	74	0.0%	0
52	0.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	34
53	2.4%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
54	1.6%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		4501		36		60		37		124		78		58		46		105		21		35		68		74		34
Sample:		4501		83		87		77		82		86		83		83		89		84		52		82		83		83

	Total		Zone 53		Zone 54	

Q01 In which shop or shopping centre do you do most of your household's main food shopping ?
(Not including don't do or internet / delivered at Q01)

Asda, Old Horns Crescent, GREAT BARR, B43 7HA	3.9%	172	0.0%	0	0.0%	0
Asda, Molineux Way, WOLVERHAMPTON, WV1 4DE	3.1%	138	21.5%	22	11.3%	8
Asda Wal-Mart Supercentre, Brickhouse Lane South, GREAT BRIDGE, DY4 7HW	2.6%	113	1.3%	1	0.0%	0
Asda, Avon Road, CANNOCK, WS11 1LH	2.4%	104	0.0%	0	1.3%	1
Morrisons, Market Street, BILSTON, WV14 0DZ	2.4%	104	0.0%	0	0.0%	0
Other	2.3%	100	0.0%	0	1.3%	1
Asda, Pearson Street, Brierley Hill, DY5 3BJ	2.2%	96	0.0%	0	0.0%	0
Asda, The Merry Hill Centre, Brierley Hill, DY5 1QL	2.1%	92	0.0%	0	0.0%	0
J Sainsbury, Chapel Lane, Selly Oak, B29 6SJ	2.0%	88	0.0%	0	0.0%	0
Tesco, Birmingham Road, DUDLEY, DY1 4RP	2.0%	86	0.0%	0	0.0%	0
Asda, Market Street, BROMSGROVE, B61 8DA	1.9%	86	0.0%	0	0.0%	0
Morrisons, Bristol Road South, RUBERY, B45 9NY	1.9%	85	0.0%	0	0.0%	0
J Sainsbury, Halesowen Street, Blackheath, B65 0HG	1.8%	81	0.0%	0	0.0%	0
J Sainsbury, Freeth Street, Oldbury, B69 3DB	1.8%	81	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston, WS10 8AA	1.7%	73	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, TIPTON, DY4 0BP	1.6%	72	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, New Oscott, B73 6RB	1.6%	71	0.0%	0	0.0%	0
Tesco, High Street, Brownhills, WS8 6DZ	1.6%	71	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich, WS3 3JR	1.6%	70	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Tesco, Ridgacre Road, Quinton, B32 1EG	1.5%	64	0.0%	0	0.0%	0
J Sainsbury, Carpet Trades Way, KIDDERMINSTER, DY11 6XP	1.5%	64	0.0%	0	0.0%	0
J Sainsbury, Reedswood Way, WALSALL, WS2 9LX	1.5%	64	0.0%	0	0.0%	0
Asda, Old Park Lane, OLDBURY, B69 4PU	1.4%	63	0.0%	0	0.0%	0
J Sainsbury, Rookery Street, WEDNESFIELD, WV11 1UP	1.4%	63	1.3%	1	0.0%	0
Asda, Windmill Lane, Cape Hill, B66 3EN	1.4%	61	0.0%	0	0.0%	0
Morrisons, Anchor Road, ALDRIDGE, WS9 8PT	1.4%	61	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Bar, B42 1AB	1.3%	59	0.0%	0	0.0%	0
J Sainsbury, Coleridge Drive, WOLVERHAMPTON, WV6 7QE	1.3%	58	36.7%	38	10.0%	7
Morrisons, Holyhead Road, Wednesbury, WS10 7BD	1.3%	58	0.0%	0	0.0%	0
J Sainsbury, Frankley Beeches Road, Northfield, B31 5AA	1.3%	57	0.0%	0	0.0%	0
J Sainsbury, Orbital Centre, CANNOCK, WS11 3XP	1.3%	57	0.0%	0	0.0%	0
Morrisons, Lichfield Street, WALSALL, WS1 1SY	1.3%	56	0.0%	0	0.0%	0
J Sainsbury, St Georges Parade, WOLVERHAMPTON, WV2 1AY	1.3%	56	6.3%	7	1.3%	1
Morrisons, Charterfield Shopping Centre, KINGSWINFORD, DY6 7SH	1.2%	54	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	1.1%	49	0.0%	0	0.0%	0
J Sainsbury, The Merry Hill Centre, Brierley Hill, DY5 1QY	1.1%	49	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	1.1%	48	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
J Sainsbury, Sandringham Way, DUDLEY, DY5 3JR	1.1%	47	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath, B64 5DF	1.0%	46	0.0%	0	0.0%	0
Morrisons, Mill Street, CANNOCK, WS11 3DR	1.0%	44	0.0%	0	0.0%	0
Tesco, Castle Road, KIDDERMINSTER, DY11 6TH	1.0%	44	0.0%	0	0.0%	0
Tesco, Heath Hayes District Centre, CANNOCK, WS12 1PC	1.0%	42	0.0%	0	0.0%	0
Morrisons, Pendeford Park Shopping Centre, PENDEFORD, WV9 5PG	0.9%	41	7.6%	8	30.0%	21
Morrisons, Oxford Street, KIDDERMINSTER, DY10 1AR	0.9%	40	0.0%	0	0.0%	0
Asda, Queensway Mount, Halesowen	0.8%	36	0.0%	0	0.0%	0
Asda, George Street, WALSALL, WS1 1RS	0.8%	34	0.0%	0	0.0%	0
Morrisons, Buntsford Oak Road, BROMSGROVE, B60 3DX	0.7%	31	0.0%	0	0.0%	0
Morrisons, Beacon Street, LICHFIELD, WS13 7BG	0.6%	29	0.0%	0	0.0%	0
Tesco Metro, Queens Square, WEST BROMWICH, B70 7NH	0.6%	27	0.0%	0	0.0%	0
Waitrose, High Street, Harborne, B17 9PP	0.6%	27	0.0%	0	0.0%	0
Waitrose, Penn Road, WOLVERHAMPTON, WV2 4NJ	0.6%	26	0.0%	0	1.3%	1
Tesco Metro, The Gallery, WOLVERHAMPTON, WV1 3NJ	0.5%	23	1.3%	1	2.5%	2
Sainsburys, Alcester Road South, Maypole	0.5%	22	0.0%	0	0.0%	0
Tesco, Ladywood Middleway, BIRMINGHAM, B16 8HA	0.5%	22	0.0%	0	0.0%	0
Co-Op, Hazelwell Street, Stirchley	0.5%	20	0.0%	0	0.0%	0
Tesco, Edgbaston,	0.4%	19	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Ladywood Middleway						
Tesco, Coldfield Drive, Redditch	0.4%	19	0.0%	0	0.0%	0
Tesco, Owen road, Willenhall (Neptune Industrial Estate)	0.4%	19	0.0%	0	0.0%	0
Waitrose, Ryemarket, STOURBRIDGE, DY8 1HJ	0.4%	19	0.0%	0	0.0%	0
Sainsburys, Mere Green Road, Sutton Coldfield	0.4%	18	0.0%	0	0.0%	0
Tesco Metro, Old Square, WALSALL, WS1 1PY	0.4%	17	0.0%	0	0.0%	0
Co-op Foodstore, High Holborn Road, SEDGLEY, DY3 1SS	0.4%	17	0.0%	0	0.0%	0
Sainsburys, Abbey Retail Park, Redditch	0.4%	17	0.0%	0	0.0%	0
Tesco, Church Street, LICHFIELD, WS13 6DZ	0.3%	15	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, LICHFIELD, WS13 6RX	0.3%	15	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield	0.3%	14	0.0%	0	0.0%	0
Tesco, Tollgate Precinct, Smethwick, B67 7RA	0.3%	13	0.0%	0	0.0%	0
Aldi, Cape Hill, SMETHWICK, B66 4PH	0.3%	13	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, WOLVERHAMPTON, WV2 3HP	0.3%	13	0.0%	0	0.0%	0
Co-Op, Boley Park Centre, Lichfield	0.3%	11	0.0%	0	0.0%	0
Somerfield, Warstones Road, Penn, WV4 4LP	0.2%	11	0.0%	0	0.0%	0
Aldi, Dudley Road, BRIERLEY HILL, DY5 1HR	0.2%	10	0.0%	0	0.0%	0
Somerfield, Fisher Street, DUDLEY, DY1 1QE	0.2%	10	0.0%	0	0.0%	0
Waitrose, Highgate Centre, FOUR OAKS, B74 4AB	0.2%	10	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.2%	9	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak, B29 6AE	0.2%	9	0.0%	0	0.0%	0
Somerfield, Pershore Road,	0.2%	9	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Cotteridge, B30 3AS						
Somerfield, New Road, WILLENHALL, WV13 2BG	0.2%	8	0.0%	0	0.0%	0
Somerfield, Castle Square, Weoley Castle	0.2%	8	0.0%	0	0.0%	0
Co-op Foodstore, Wood Road, Codsall, WV8 1DB	0.2%	8	0.0%	0	11.3%	8
Co-op Superstore, Franche Road, KIDDERMINSTER, DY11 5BE	0.2%	8	0.0%	0	0.0%	0
Co-op (Wales etc), New Road, Rubery, B45 9JA	0.2%	8	0.0%	0	0.0%	0
Somerfield, Kempthorn Avenue, Bushbury Lane, WOLVERHAMPTON, WV10 9UN	0.2%	8	0.0%	0	0.0%	0
Aldi, Saltwell Road, NETHERTON, DY2 9PE	0.2%	8	0.0%	0	0.0%	0
Sainsburys, Forge Retail Park, Telford	0.2%	7	0.0%	0	2.5%	2
Sainsburys, Stratford Road, Shirley	0.2%	7	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, B74 3NA	0.2%	7	0.0%	0	0.0%	0
Somerfield, Bearwood Road, Bearwood, B66 4BE	0.2%	7	0.0%	0	0.0%	0
Somerfield, High Street, Kingswinford, DY6 8AA	0.2%	7	0.0%	0	0.0%	0
Somerfield, Mill Street, BRIDGNORTH, WV15 5AL	0.2%	7	6.3%	7	0.0%	0
Tesco, Newport Road, Stafford	0.2%	7	0.0%	0	1.3%	1
Tesco, Wrekin Retail Park, Telford	0.1%	7	1.3%	1	5.0%	3
Somerfield, Wolverhampton Road, PENKRIDGE, ST19 5NS	0.1%	6	0.0%	0	0.0%	0
Somerfield, High Street, Wednesfield, WV11 1SZ	0.1%	6	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood	0.1%	6	1.3%	1	1.3%	1
Somerfield, High Street, BROMSGROVE, B61 0DF	0.1%	6	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Netto, High Street, DUDLEY, DY1 1QS	0.1%	6	0.0%	0	0.0%	0
Iceland, Bearwood Road, Smethwick, B66 4BT	0.1%	6	0.0%	0	0.0%	0
Birmingham	0.1%	5	0.0%	0	0.0%	0
Netto, The Farley Centre, WEST BROMWICH, B70 7QZ	0.1%	5	0.0%	0	0.0%	0
Local Stores, Northfield	0.1%	5	0.0%	0	0.0%	0
Asda, The Border, Telford	0.1%	5	0.0%	0	2.5%	2
Netto, Wolverhampton Road, WOLVERHAMPTON, WV10 0QR	0.1%	5	0.0%	0	1.3%	1
Aldi, Burns Road, WEDNESBURY, WS10 8SW	0.1%	5	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill, DY5 3AH	0.1%	5	0.0%	0	0.0%	0
Somerfield, Walsall Road, Great Barr, B42 1TN	0.1%	5	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, WOLVERHAMPTON, WV1 3EY	0.1%	4	1.3%	1	2.5%	2
Marks & Spencer, Metchley Lane, BIRMINGHAM, B17 0HT	0.1%	4	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Kings Heath	0.1%	4	0.0%	0	0.0%	0
Iceland, High Street, CRADLEY HEATH, B64 5HA	0.1%	4	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, WALSALL,	0.1%	4	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield, B31 2JU	0.1%	4	0.0%	0	0.0%	0
Tesco, Bristol Road South, Rubery	0.1%	4	0.0%	0	0.0%	0
Aldi, Green Street, KIDDERMINSTER, DY10 1JF	0.1%	4	0.0%	0	0.0%	0
Aldi, Church Street, LICHFIELD, WS13 6EB	0.1%	4	0.0%	0	0.0%	0
Oldbury	0.1%	4	0.0%	0	0.0%	0
Tesco, Frankley Beeches Road, Birmingham	0.1%	4	0.0%	0	0.0%	0
Marks & Spencer, Princess	0.1%	4	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Alice Drive, SUTTON COLDFIELD, B73 6RB						
Lidl, Oldbury Road, Blackheath	0.1%	4	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	0.1%	4	0.0%	0	0.0%	0
Tesco Express, Lichfield Road, WOLVERHAMPTON, WV11 1TN	0.1%	4	0.0%	0	0.0%	0
Iceland, Bridge Street, KIDDERMINSTER, DY10 1BN	0.1%	4	0.0%	0	0.0%	0
Iceland, Hagley Street, HALESOWEN, B63 3AT	0.1%	4	0.0%	0	0.0%	0
Stourbridge	0.1%	3	0.0%	0	0.0%	0
Blackheath	0.1%	3	0.0%	0	0.0%	0
Bilston	0.1%	3	0.0%	0	0.0%	0
Lidl, Walsall	0.1%	3	0.0%	0	0.0%	0
Somerfield, High Street, HARBORNE, B17 9QG	0.1%	3	0.0%	0	0.0%	0
Co-op (Wales etc), Bradford Street, SHIFNAL, TF11 8AT	0.1%	3	0.0%	0	0.0%	0
Netto, Pottery Road, Oldbury, B68 9HB	0.1%	3	0.0%	0	0.0%	0
Aldi, High Street, BROWNHILLS, WS8 6EQ	0.1%	3	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0
Farmfoods Freezer Ce, The Kingstanding Centre, Kingstanding, B44 9HH	0.1%	3	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Kingstanding Circle, B44 9TA	0.1%	3	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, B21 9LR	0.1%	3	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding, B44 0HL	0.1%	3	0.0%	0	0.0%	0
Local Stores, Great Barr	0.1%	3	0.0%	0	0.0%	0
Co-op Supermarket, Walsall Road, Great Barr, B42 1EZ	0.1%	3	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.1%	3	0.0%	0	2.5%	2
Co-op Supermarket, Market	0.1%	3	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Street, PENKRIDGE, ST19 5DH						
Asda, Ventura Road, Tamworth	0.1%	3	0.0%	0	0.0%	0
Sainsburys, Whitburn Street, Bridgnorth	0.1%	3	1.3%	1	0.0%	0
Marks & Spencer, The Merry Hill Centre, BRIERLEY HILL, DY5 1SY	0.1%	2	0.0%	0	0.0%	0
Somerfield, Cannock Road, WOLVERHAMPTON, WV10 0AE	0.1%	2	0.0%	0	0.0%	0
Iceland, Sandwell Centre, WEST BROMWICH, B70 7NG	0.1%	2	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.1%	2	0.0%	0	0.0%	0
Iceland, Church Street, BILSTON, WV14 0BJ	0.1%	2	0.0%	0	0.0%	0
Marks & Spencer, Park Street, WALSALL, WS1 1NH	0.1%	2	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wednesfield	0.1%	2	1.3%	1	0.0%	0
Co-op Supermarket, Quinton Road West, Quinton, B32 2RE	0.0%	2	0.0%	0	0.0%	0
Kidderminster	0.0%	2	0.0%	0	0.0%	0
Iceland, Market Place, CANNOCK, WS11 1BS	0.0%	2	0.0%	0	0.0%	0
Cannock	0.0%	2	0.0%	0	0.0%	0
Tesco Express, Bristol Road, Bournbrook, B29 6BD	0.0%	2	0.0%	0	0.0%	0
Somerfield, Turves Green, Northfield, B31 4BL	0.0%	2	0.0%	0	0.0%	0
Somerfield, Dudley Street, Sedgley, DY3 1SB	0.0%	2	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, WOLVERHAMPTON, WV1 2HD	0.0%	2	0.0%	0	0.0%	0
Netto, New Road, KIDDERMINSTER, DY10 1HG	0.0%	2	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf,	0.0%	2	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
KIDDERMINSTER, DY11 6UU						
Tesco Express, Rowley Village, Warley, B65 9AS	0.0%	2	0.0%	0	0.0%	0
Lidl, New Road, Willenhall, WALSALL, WV13 2BU	0.0%	2	0.0%	0	0.0%	0
Lidl, Brettel Lane, Stourbridge	0.0%	2	0.0%	0	0.0%	0
Co-Op, Dibdale Road West, Dudley	0.0%	2	0.0%	0	0.0%	0
Lidl, Ablewell Street, WALSALL, WS1 2EU	0.0%	2	0.0%	0	0.0%	0
Iceland, High Street, Blackheath	0.0%	2	0.0%	0	0.0%	0
Morrisons, Crown Centre, STOURBRIDGE, DY8 1YD	0.0%	2	0.0%	0	0.0%	0
Bearwood	0.0%	2	0.0%	0	0.0%	0
Iceland, High Street, Harborne, B17 9NS	0.0%	2	0.0%	0	0.0%	0
Local Stores, Burntwood	0.0%	2	0.0%	0	0.0%	0
Somerfield, Cannock Road, BURNTWOOD, WS7 8JS	0.0%	2	0.0%	0	0.0%	0
Sainsburys, Chell Road, Stafford	0.0%	2	0.0%	0	0.0%	0
Iceland, The Wulfrun Centre, WOLVERHAMPTON, WV1 3HG	0.0%	2	0.0%	0	0.0%	0
Dudley	0.0%	2	0.0%	0	0.0%	0
Somerfield, Essington Road, WILLENHALL, WV12 5DT	0.0%	2	0.0%	0	0.0%	0
Local Stores, Smethwick	0.0%	2	0.0%	0	0.0%	0
Iceland, Scotts Arms Shopping Centre, BIRMINGHAM, B42 1TQ	0.0%	2	0.0%	0	0.0%	0
Co-op (Wales etc), Hagley Road West, HALESOWEN, B62 9AS	0.0%	2	0.0%	0	0.0%	0
Iceland, Union street, WEDNESBURY, WS10 7HB	0.0%	2	0.0%	0	0.0%	0
Somerfield, High Street, Tettenhall, WV6 8QS	0.0%	2	1.3%	1	0.0%	0
Iceland, Jerome Retail Park, WALSALL, WS1 3QB	0.0%	1	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Tesco Express, Lichfield Road, WILLENHALL, WV12 5UL	0.0%	1	0.0%	0	0.0%	0
West Bromwich	0.0%	1	0.0%	0	0.0%	0
Stafford	0.0%	1	0.0%	0	1.3%	1
Iceland, Rye Market, STOURBRIDGE, DY8 1HJ	0.0%	1	0.0%	0	0.0%	0
Willenhall	0.0%	1	0.0%	0	0.0%	0
Wolverhampton	0.0%	1	0.0%	0	0.0%	0
Somerfield, Halesowen Road, Quinton, B62 9BB	0.0%	1	0.0%	0	0.0%	0
Wednesbury	0.0%	1	0.0%	0	0.0%	0
Tesco Express, Highland Road, DUDLEY, DY1 3BS	0.0%	1	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, DY8 4AJ	0.0%	1	0.0%	0	0.0%	0
Iceland, The Square, ALDRIDGE, WS9 8QS	0.0%	1	0.0%	0	0.0%	0
Iceland, Market Street, LICHFIELD, WS13 6JX	0.0%	1	0.0%	0	0.0%	0
Somerfield, Lichfield Road, Four Oaks, B74 2UW	0.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Spires Shopping Centre, Lichfield	0.0%	1	0.0%	0	0.0%	0
Somerfield, Wellington Road, BILSTON, WV14 6RN	0.0%	1	0.0%	0	0.0%	0
Redditch	0.0%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0
Netto, Daisy Street, COSELEY, WV14 8QQ	0.0%	1	0.0%	0	0.0%	0
Somerfield, Louise Street, Gornal Wood, DY3 2UB	0.0%	1	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Hasbury, B63 4JS	0.0%	1	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, HALESOWEN, B63 3UD	0.0%	1	0.0%	0	0.0%	0
Walsall	0.0%	1	0.0%	0	0.0%	0
Wednesfield	0.0%	1	0.0%	0	0.0%	0
Somerfield, Cannock Road,	0.0%	1	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
WOLVERHAMPTON, WV10 9QY						
Tesco Express, Penn Road, WOLVERHAMPTON, WV4 4DF	0.0%	1	0.0%	0	0.0%	0
Spar, Cannock Road, WOLVERHAMPTON, WV10 8PN	0.0%	1	0.0%	0	0.0%	0
Cooltrader, Market Square, CRADLEY HEATH, B64 5HH	0.0%	1	0.0%	0	1.3%	1
Co-op Foodstore, Albion Parade, KINGSWINFORD, DY6 0NP	0.0%	1	0.0%	0	0.0%	0
Spar, Worcester Road, WEST HAGLEY, DY9 0NJ	0.0%	1	0.0%	0	0.0%	0
Somerfield, Corn Bow Centre, HALESOWEN, B63 4AJ	0.0%	1	0.0%	0	0.0%	0
Co-op Foodstore, Wood Lane, WILLENHALL, WV12 5NE	0.0%	1	0.0%	0	0.0%	0
Lidl, Six Towns Road, Reedswood Retail Park, WS2 8XP	0.0%	1	0.0%	0	0.0%	0
Cape Hill	0.0%	1	0.0%	0	0.0%	0
Iceland, Surrey Close, CANNOCK, WS11 8UF	0.0%	1	0.0%	0	0.0%	0
Somerfield, Wardles Lane, GREAT WYRLEY, WS6 6DY	0.0%	1	0.0%	0	0.0%	0
Cooltrader, Market Centre, BLOXWICH, WS3 2JH	0.0%	1	0.0%	0	0.0%	0
Local Stores, Rowley Regis	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Clayhanger Lane, BROWNHILLS, WS8 7DT	0.0%	0	0.0%	0	0.0%	0
Somerfield, Primley Service Station, WALSALL, WS2 8RN	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Street, Wombourne, WV5 9DN						
Local Stores, Kinver	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, KINVER, DY7 6HF	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.6%	248	10.1%	10	8.8%	6
Weighted base:		4406		103		69
Sample:		4404		79		80

Q02 How does your household normally travel to its main food shopping destination (STORE MENTIONED AT Q01)?
Those who used a shop or shopping centre (not including internet / delivered) at Q01

	Total		Zone 53		Zone 54	
Car / Van (as driver)	60.2%	2502	73.2%	68	56.2%	35
Car / van (as passenger)	18.7%	778	7.0%	7	17.8%	11
Motorcycle	0.1%	2	0.0%	0	0.0%	0
Bus	9.4%	391	4.2%	4	4.1%	3
Train	0.2%	7	0.0%	0	0.0%	0
Park and Ride	0.1%	3	0.0%	0	0.0%	0
Taxi	1.0%	42	1.4%	1	0.0%	0
Walk	8.7%	363	14.1%	13	19.2%	12
Bicycle	0.1%	5	0.0%	0	0.0%	0
Other	0.1%	2	0.0%	0	0.0%	0
Mobility Scooter	0.3%	10	0.0%	0	0.0%	0
Ring and Ride Charity Bus	0.1%	2	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	43	0.0%	0	1.4%	1
(Don't travel / goods delivered)	0.2%	8	0.0%	0	1.4%	1
Weighted base:		4158		93		63
Sample:		4148		71		73

Q03 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities, for example non-food shopping, leisure / entertainment activities, restaurants, bars, banks, etc?
Those who used a shop or shopping centre (not including internet / delivered) at Q01

	Total		Zone 53		Zone 54	
Yes - Meeting Friends	1.1%	46	0.0%	0	2.7%	2
Yes - Meeting Family	1.1%	45	0.0%	0	1.4%	1
Yes - Other non-food shops	17.5%	728	19.7%	18	17.8%	11
Yes - Bars / Pubs	0.6%	26	0.0%	0	0.0%	0
Yes - Restaurants	1.7%	72	2.8%	3	0.0%	0
Yes - Cafes	2.9%	121	1.4%	1	2.7%	2
Yes - Cinemas	0.2%	8	0.0%	0	0.0%	0
Yes - Ten Pin Bowling	0.0%	0	0.0%	0	0.0%	0
Yes - Gym / Health and Fitness	0.8%	31	0.0%	0	1.4%	1
Yes - Bingo	0.0%	0	0.0%	0	0.0%	0
Yes - Swimming	0.3%	13	1.4%	1	0.0%	0
Yes - Markets	1.4%	58	0.0%	0	0.0%	0
Yes - Theatre	0.1%	3	0.0%	0	0.0%	0
Yes - Museums / Art Gallery	0.0%	2	0.0%	0	0.0%	0
Yes - Library	0.8%	34	1.4%	1	1.4%	1
Yes - Financial Service (Banks, Building Society)	6.7%	278	5.6%	5	5.5%	3
Yes - Personal Service (Hairdressers, Beauty Salon)	0.6%	24	0.0%	0	1.4%	1
Yes - Other Service (Travel Agent, Estate Agent)	0.6%	23	2.8%	3	1.4%	1
Yes - Other	0.4%	16	0.0%	0	1.4%	1
No	67.9%	2824	71.8%	67	65.8%	41
Yes - Get Petrol	1.0%	40	0.0%	0	1.4%	1
Yes - Car Wash	0.1%	3	0.0%	0	0.0%	0
Yes - Church	0.1%	5	0.0%	0	0.0%	0
Yes - Other food shops	0.4%	18	1.4%	1	2.7%	2
Yes - Work	0.4%	18	0.0%	0	1.4%	1
Yes - Recycling	0.1%	3	0.0%	0	0.0%	0
Yes - School Run	0.1%	2	0.0%	0	0.0%	0
Yes - Walking	0.2%	8	0.0%	0	0.0%	0
Yes - Music Lessons	0.1%	2	0.0%	0	0.0%	0
Yes - Butchers	0.0%	2	0.0%	0	0.0%	0
Yes - Health Service (Chemist, Doctors, Dentist)	0.2%	6	0.0%	0	0.0%	0
Yes - Dancing	0.1%	3	0.0%	0	0.0%	0
(Don't know)	0.5%	20	0.0%	0	0.0%	0
Weighted base:		4158		93		63
Sample:		4148		71		73

Q04 Where do you do most of your household's small scale 'top-up' food shopping ? (i.e. to buy bread, milk, etc, on a day-to-day basis)
(Not including don't do or internet / delivered at Q04)

	Total		Zone 53		Zone 54	
Other	11.2%	408	7.9%	8	12.1%	7
Birmingham	1.8%	64	0.0%	0	0.0%	0
Wolverhampton	1.5%	53	9.2%	9	1.5%	1
Asda, Old Horns Crescent, GREAT BARR, B43 7HA	1.4%	49	0.0%	0	0.0%	0
Walsall	1.0%	38	0.0%	0	0.0%	0
West Bromwich	1.0%	38	0.0%	0	0.0%	0
Morrisons, Bristol Road South, RUBERY, B45 9NY	1.0%	37	0.0%	0	0.0%	0
Dudley	1.0%	35	0.0%	0	0.0%	0
Local Stores, Great Barr	0.9%	34	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, New Oscott, B73 6RB	0.9%	34	0.0%	0	0.0%	0
Morrisons, Anchor Road, ALDRIDGE, WS9 8PT	0.9%	32	0.0%	0	0.0%	0
Asda, Market Street, BROMSGROVE, B61 8DA	0.8%	31	0.0%	0	0.0%	0
Tesco, Ridgacre Road, Quinton, B32 1EG	0.8%	30	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich, WS3 3JR	0.8%	30	0.0%	0	0.0%	0
J Sainsbury, Halesowen Street, Blackheath, B65 0HG	0.8%	30	0.0%	0	0.0%	0
Asda, Windmill Lane, Cape Hill, B66 3EN	0.8%	29	0.0%	0	0.0%	0
Tesco, High Street, Brownhills, WS8 6DZ	0.8%	29	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath, B64 5DF	0.8%	28	0.0%	0	0.0%	0
J Sainsbury, Freeth Street, Oldbury, B69 3DB	0.7%	27	0.0%	0	0.0%	0
Asda, Avon Road, CANNOCK, WS11 1LH	0.7%	26	0.0%	0	0.0%	0
Co-op Foodstore, High Holborn Road, SEDGLEY, DY3 1SS	0.7%	25	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston, WS10 8AA	0.7%	25	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill, DY5 3BJ	0.7%	25	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
J Sainsbury, Frankley Beeches Road, Northfield, B31 5AA	0.7%	25	0.0%	0	0.0%	0
Halesowen	0.7%	25	0.0%	0	0.0%	0
Asda Wal-Mart Supercentre, Brickhouse Lane South, GREAT BRIDGE, DY4 7HW	0.7%	25	0.0%	0	0.0%	0
J Sainsbury, Chapel Lane, Selly Oak, B29 6SJ	0.7%	24	0.0%	0	0.0%	0
Waitrose, High Street, Harborne, B17 9PP	0.7%	24	0.0%	0	0.0%	0
Morrisons, Market Street, BILSTON, WV14 0DZ	0.7%	24	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Bar, B42 1AB	0.7%	24	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.7%	24	0.0%	0	0.0%	0
Tesco, Birmingham Road, DUDLEY, DY1 4RP	0.6%	23	0.0%	0	0.0%	0
J Sainsbury, Sandringham Way, DUDLEY, DY5 3JR	0.6%	22	0.0%	0	0.0%	0
Willenhall	0.6%	22	0.0%	0	0.0%	0
Tesco Metro, Old Square, WALSALL, WS1 1PY	0.6%	21	0.0%	0	0.0%	0
Morrisons, Pendeford Park Shopping Centre, PENDEFORD, WV9 5PG	0.6%	21	2.6%	3	13.6%	8
Asda, Wednesbury Oak Road, TIPTON, DY4 0BP	0.6%	21	0.0%	0	0.0%	0
Morrisons, Lichfield Street, WALSALL, WS1 1SY	0.6%	20	0.0%	0	0.0%	0
Wednesfield	0.6%	20	0.0%	0	0.0%	0
Local Stores, Harborne	0.5%	20	0.0%	0	0.0%	0
Bearwood	0.5%	20	0.0%	0	0.0%	0
J Sainsbury, Rookery Street, WEDNESFIELD, WV11 1UP	0.5%	19	0.0%	0	0.0%	0
Oldbury	0.5%	19	0.0%	0	0.0%	0
Bilston	0.5%	19	0.0%	0	0.0%	0
Asda, Molineux Way, WOLVERHAMPTON, WV1 4DE	0.5%	19	6.6%	7	0.0%	0
Tesco, Heath Hayes District Centre, CANNOCK, WS12 1PC	0.5%	19	0.0%	0	0.0%	0
J Sainsbury, Coleridge	0.5%	19	15.8%	16	0.0%	0

	Total		Zone 53		Zone 54	
Drive, WOLVERHAMPTON, WV6 7QE						
J Sainsbury, Orbital Centre, CANNOCK, WS11 3XP	0.5%	19	0.0%	0	0.0%	0
Tesco Metro, Queens Square, WEST BROMWICH, B70 7NH	0.5%	19	0.0%	0	1.5%	1
Co-op Foodstore, Wood Road, Codsall, WV8 1DB	0.5%	18	1.3%	1	25.8%	15
Co-Op, Hazelwell Street, Stirchley	0.5%	18	0.0%	0	0.0%	0
Kidderminster	0.5%	18	0.0%	0	0.0%	0
Tesco, Castle Road, KIDDERMINSTER, DY11 6TH	0.5%	17	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury, WS10 7BD	0.5%	17	0.0%	0	0.0%	0
Somerfield, Warstones Road, Penn, WV4 4LP	0.5%	17	0.0%	0	0.0%	0
Cannock	0.5%	17	0.0%	0	0.0%	0
J Sainsbury, St Georges Parade, WOLVERHAMPTON, WV2 1AY	0.4%	16	2.6%	3	0.0%	0
Morrisons, Buntsford Oak Road, BROMSGROVE, B60 3DX	0.4%	16	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, KINGSWINFORD, DY6 7SH	0.4%	16	0.0%	0	0.0%	0
J Sainsbury, Reedswood Way, WALSALL, WS2 9LX	0.4%	16	0.0%	0	0.0%	0
Morrisons, Beacon Street, LICHFIELD, WS13 7BG	0.4%	15	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.4%	15	0.0%	0	0.0%	0
Sutton Coldfield	0.4%	15	0.0%	0	0.0%	0
Somerfield, Church Lane, Handsworth Wood, B20 2EP	0.4%	15	0.0%	0	0.0%	0
Local Stores, Kingstanding	0.4%	15	0.0%	0	0.0%	0
J Sainsbury, The Merry Hill Centre, Brierley Hill, DY5 1QY	0.4%	15	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Tesco Express, Hagley Road, Hasbury, B63 4JS	0.4%	15	0.0%	0	0.0%	0
Stourbridge	0.4%	14	0.0%	0	0.0%	0
Somerfield, Turves Green, Northfield, B31 4BL	0.4%	14	0.0%	0	0.0%	0
Co-op Supermarket, Walsall Road, Great Barr, B42 1EZ	0.4%	14	0.0%	0	0.0%	0
J Sainsbury, Carpet Trades Way, KIDDERMINSTER, DY11 6XP	0.4%	14	0.0%	0	0.0%	0
Asda, George Street, WALSALL, WS1 1RS	0.4%	14	0.0%	0	0.0%	0
Asda, The Merry Hill Centre, Brierley Hill, DY5 1QL	0.4%	14	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, HALESOWEN, B63 3UD	0.4%	14	0.0%	0	0.0%	0
Morrisons, Oxford Street, KIDDERMINSTER, DY10 1AR	0.4%	14	0.0%	0	0.0%	0
Tesco, Bristol Road South, Rubery	0.4%	14	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, LICHFIELD, WS13 6RX	0.4%	14	0.0%	0	0.0%	0
Somerfield, High Street, Tettenhall, WV6 8QS	0.4%	14	13.2%	13	0.0%	0
Local Stores, Tipton	0.3%	13	0.0%	0	0.0%	0
Tesco, Ladywood Middleway, BIRMINGHAM, B16 8HA	0.3%	12	0.0%	0	0.0%	0
Co-op (Wales etc), New Road, Rubery, B45 9JA	0.3%	12	0.0%	0	0.0%	0
Wednesbury	0.3%	12	0.0%	0	0.0%	0
Somerfield, High Street, Kingswinford, DY6 8AA	0.3%	12	0.0%	0	0.0%	0
Selly Oak	0.3%	12	0.0%	0	0.0%	0
Asda, Old Park Lane, OLDBURY, B69 4PU	0.3%	11	0.0%	0	0.0%	0
Somerfield, High Street, BROMSGROVE, B61 0DF	0.3%	11	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, B74 3NA	0.3%	11	0.0%	0	0.0%	0
Co-op Superstore, Franche Road,	0.3%	11	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
KIDDERMINSTER, DY11 5BE						
Local Stores, Handsworth Wood	0.3%	11	0.0%	0	0.0%	0
Co-Op, Dibdale Road West, Dudley	0.3%	10	0.0%	0	0.0%	0
Local Stores, Smethwick	0.3%	10	0.0%	0	0.0%	0
Morrisons, Mill Street, CANNOCK, WS11 3DR	0.3%	10	0.0%	0	0.0%	0
Co-op (Wales etc), Bradford Street, SHIFNAL, TF11 8AT	0.3%	10	0.0%	0	0.0%	0
Somerfield, Walsall Road, Great Barr, B42 1TN	0.3%	10	0.0%	0	0.0%	0
Blackheath	0.3%	10	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield, B31 2JU	0.3%	10	0.0%	0	0.0%	0
Somerfield, New Road, WILLENHALL, WV13 2BG	0.3%	10	0.0%	0	0.0%	0
Asda, Queensway Mount, Halesowen	0.3%	10	0.0%	0	0.0%	0
Somerfield, Essington Road, WILLENHALL, WV12 5DT	0.3%	10	0.0%	0	0.0%	0
Tesco Metro, The Gallery, WOLVERHAMPTON, WV1 3NJ	0.3%	9	0.0%	0	3.0%	2
Somerfield, Castle Square, Weoley Castle	0.3%	9	0.0%	0	0.0%	0
Brierley Hill High Street	0.3%	9	0.0%	0	0.0%	0
Waitrose, Ryemarket, STOURBRIDGE, DY8 1HJ	0.3%	9	0.0%	0	0.0%	0
Tesco, Owen road, Willenhall (Neptune Industrial Estate)	0.2%	9	0.0%	0	0.0%	0
Somerfield, Wardles Lane, GREAT WYRLEY, WS6 6DY	0.2%	9	0.0%	0	0.0%	0
Waitrose, Penn Road, WOLVERHAMPTON, WV2 4NJ	0.2%	9	0.0%	0	0.0%	0
Somerfield, Kempthorn Avenue, Bushbury Lane, WOLVERHAMPTON, WV10 9UN	0.2%	8	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Spar, Kingswinford	0.2%	8	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wednesfield	0.2%	8	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, WOLVERHAMPTON, WV2 3HP	0.2%	8	1.3%	1	0.0%	0
Local Stores, Bartley Green	0.2%	8	0.0%	0	0.0%	0
Somerfield, Dudley Street, Sedgley, DY3 1SB	0.2%	8	0.0%	0	0.0%	0
Somerfield, High Street, Wednesfield, WV11 1SZ	0.2%	8	0.0%	0	0.0%	0
Iceland, High Street, Harborne, B17 9NS	0.2%	8	0.0%	0	0.0%	0
Somerfield, Fisher Street, DUDLEY, DY1 1QE	0.2%	8	0.0%	0	0.0%	0
Lichfield	0.2%	8	0.0%	0	0.0%	0
Co-op Foodstore, Sutton Road, WALSALL, WS5 3BD	0.2%	7	0.0%	0	0.0%	0
Marks & Spencer, Princess Alice Drive, SUTTON COLDFIELD, B73 6RB	0.2%	7	0.0%	0	0.0%	0
Tesco, Church Street, LICHFIELD, WS13 6DZ	0.2%	7	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak, B29 6AE	0.2%	7	0.0%	0	0.0%	0
Cradley Heath	0.2%	7	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Kings Heath	0.2%	7	0.0%	0	0.0%	0
Somerfield, Wolverhampton Road, PENKRIDGE, ST19 5NS	0.2%	7	0.0%	0	0.0%	0
Sedgley	0.2%	7	0.0%	0	0.0%	0
Tesco Express, Penn Road, WOLVERHAMPTON, WV4 4DF	0.2%	7	0.0%	0	0.0%	0
Local Stores, Quarry Bank	0.2%	7	0.0%	0	0.0%	0
Co-op Supermarket, Manor Lane, HALESOWEN, B62 8PY	0.2%	7	0.0%	0	0.0%	0
Somerfield, Bearwood Road, Bearwood, B66 4BE	0.2%	7	0.0%	0	0.0%	0
Somerfield, Mill Street, BRIDGNORTH, WV15 5AL	0.2%	7	6.6%	7	0.0%	0
Tesco, Linden Road, Bournville	0.2%	7	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Co-Op, Boley Park Centre, Lichfield	0.2%	7	0.0%	0	0.0%	0
Co-Op, Brownhills Crossroad, Norton Canes	0.2%	7	0.0%	0	0.0%	0
Co-op Supermarket, Turnberry Road, Bloxwich, WS3 3UA	0.2%	7	0.0%	0	0.0%	0
Co-op Foodstore, Liskeard Road, WALSALL, WS5 3EY	0.2%	7	0.0%	0	0.0%	0
Iceland, High Street, CRADLEY HEATH, B64 5HA	0.2%	7	0.0%	0	0.0%	0
Local Stores, Perton	0.2%	7	6.6%	7	0.0%	0
Kingswinford	0.2%	7	0.0%	0	0.0%	0
Netto, Pottery Road, Oldbury, B68 9HB	0.2%	6	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.2%	6	0.0%	0	0.0%	0
Tesco, Tollgate Precinct, Smethwick, B67 7RA	0.2%	6	0.0%	0	0.0%	0
Sainsburys, High Street, Harborne	0.2%	6	0.0%	0	0.0%	0
Local Stores, Kinver	0.2%	6	0.0%	0	0.0%	0
Co-op Foodstore, Clayhanger Lane, BROWNHILLS, WS8 7DT	0.2%	6	0.0%	0	0.0%	0
Darlaston	0.2%	6	0.0%	0	0.0%	0
Brownhills	0.2%	6	0.0%	0	0.0%	0
Somerfield, Manor Court, Streetly, B74 2BH	0.2%	6	0.0%	0	0.0%	0
Co-op Supermarket, Kingstanding Road, Kingstanding, B44 9RJ	0.2%	6	0.0%	0	0.0%	0
Local Stores, Northfield	0.2%	6	0.0%	0	0.0%	0
Aldi, Dudley Road, BRIERLEY HILL, DY5 1HR	0.2%	6	0.0%	0	0.0%	0
Co-op Foodstore, Cannock Road, CANNOCK, WS11 2BU	0.2%	6	0.0%	0	0.0%	0
Iceland, Hagley Street, HALESOWEN, B63 3AT	0.2%	6	0.0%	0	0.0%	0
Tesco Express, Highland Road, DUDLEY, DY1 3BS	0.2%	6	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Tesco Express, Stourport Road, KIDDERMINSTER, DY11 7BQ	0.2%	6	0.0%	0	0.0%	0
Iceland, Union street, WEDNESBURY, WS10 7HB	0.2%	5	0.0%	0	0.0%	0
Co-op Supermarket, The Precinct, TIPTON, DY4 8QL	0.1%	5	0.0%	0	0.0%	0
Iceland, Church Street, BILSTON, WV14 0BJ	0.1%	5	0.0%	0	0.0%	0
Netto, High Street, DUDLEY, DY1 1QS	0.1%	5	0.0%	0	0.0%	0
Bloxwich	0.1%	5	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0
Tesco Express, Bilbrook Road, Codsall, WV8 1EU	0.1%	5	0.0%	0	9.1%	5
Sainsburys, Alcester Road South, Maypole	0.1%	5	0.0%	0	0.0%	0
Co-op Supermarket, Alvechurch Road, West Heath, B31 3JW	0.1%	5	0.0%	0	0.0%	0
Local Stores, Burntwood	0.1%	5	0.0%	0	0.0%	0
Co-op Supermarket, Market Street, PENKRIDGE, ST19 5DH	0.1%	5	0.0%	0	0.0%	0
Local Stores, Wombourne	0.1%	5	0.0%	0	0.0%	0
Marks & Spencer, Park Street, WALSALL, WS1 1NH	0.1%	5	0.0%	0	0.0%	0
Bromsgrove	0.1%	5	0.0%	0	0.0%	0
Tesco, Kent Street, Dudley	0.1%	5	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove, B61 8AG	0.1%	5	0.0%	0	0.0%	0
Aldi, Cape Hill, SMETHWICK, B66 4PH	0.1%	5	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, B21 9LR	0.1%	5	0.0%	0	0.0%	0
Spar, Halesowen Road, NETHERTON, DY2 9PY	0.1%	5	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, WOLVERHAMPTON, WV1 3EY	0.1%	5	0.0%	0	0.0%	0
Somerfield, High Street,	0.1%	5	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
STOURBRIDGE, DY8 1EE						
Local Stores, Quinton	0.1%	5	0.0%	0	0.0%	0
Tesco Express, Lichfield Road, WILLENHALL, WV12 5UL	0.1%	5	0.0%	0	0.0%	0
Tesco, Cannock Road, Burntwood	0.1%	5	0.0%	0	0.0%	0
Tesco Express, Cannock Road, Bushbury, WV10 8PN	0.1%	5	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, KIDDERMINSTER, DY11 6UU	0.1%	5	0.0%	0	0.0%	0
Spar, High Street, PELSALL, WS3 4LX	0.1%	5	0.0%	0	0.0%	0
Somerfield, Corn Bow Centre, HALESOWEN, B63 4AJ	0.1%	4	0.0%	0	0.0%	0
Marks & Spencer, High Street, Harborne	0.1%	4	0.0%	0	0.0%	0
Co-op Supermarket, Quinton Road West, Quinton, B32 2RE	0.1%	4	0.0%	0	0.0%	0
Co-op Foodstore, High Street, Wombourne, WV5 9DN	0.1%	4	0.0%	0	0.0%	0
Co-op Foodstore, Pendeford Avenue, Claregate, WV6 9EH	0.1%	4	2.6%	3	1.5%	1
Co-op Foodstore, Albion Parade, KINGSWINFORD, DY6 0NP	0.1%	4	0.0%	0	0.0%	0
Aldi, High Street, BROWNHILLS, WS8 6EQ	0.1%	4	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Old Swinford, DY8 2JD	0.1%	4	0.0%	0	0.0%	0
Co-op (Wales etc), Morley Road, BURNTWOOD, WS7 9AZ	0.1%	4	0.0%	0	0.0%	0
Marks & Spencer, Spires Shopping Centre, Lichfield	0.1%	4	0.0%	0	0.0%	0
Spar, Drakes Cross Parade,	0.1%	4	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Hollywood						
Lidl, Brettel Lane, Stourbridge	0.1%	4	0.0%	0	0.0%	0
Tesco, Frankley Beeches Road, Birmingham	0.1%	4	0.0%	0	0.0%	0
Marks & Spencer, The Merry Hill Centre, BRIERLEY HILL, DY5 1SY	0.1%	4	0.0%	0	0.0%	0
Local Stores, Gornal	0.1%	4	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.1%	4	0.0%	0	0.0%	0
Tettenhill Village	0.1%	4	3.9%	4	0.0%	0
Netto, The Farley Centre, WEST BROMWICH, B70 7QZ	0.1%	4	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Warley, B65 9AS	0.1%	4	0.0%	0	0.0%	0
Tesco Express, Old Birmingham Road, Marlbrook, B60 1DL	0.1%	4	0.0%	0	0.0%	0
Tesco Express, Hewell Road, Barnt Green, B45 8NE	0.1%	4	0.0%	0	0.0%	0
Somerfield, Lichfield Road, Four Oaks, B74 2UW	0.1%	4	0.0%	0	0.0%	0
Somerfield, Pershore Road, Cotteridge, B30 3AS	0.1%	4	0.0%	0	0.0%	0
Local Stores, Netherton	0.1%	4	0.0%	0	0.0%	0
Local Stores, Blakenhall	0.1%	4	0.0%	0	0.0%	0
Tesco Express, Bewdley Hill, KIDDERMINSTER, DY11 6BS	0.1%	4	0.0%	0	0.0%	0
Netto, New Road, KIDDERMINSTER, DY10 1HG	0.1%	4	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.1%	4	0.0%	0	0.0%	0
Spar, Russels Hall Road, Dudley	0.1%	4	0.0%	0	0.0%	0
Co-op Foodstore, Stubby Lane, WEDNESFIELD, WV11 3NL	0.1%	4	0.0%	0	0.0%	0
Spar, Castle Street, COSELEY, WV14 9DP	0.1%	4	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, WALSALL,	0.1%	4	0.0%	0	0.0%	0
Somerfield, Cannock Road,	0.1%	3	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
WOLVERHAMPTON, WV10 0AE						
Bridgnorth	0.1%	3	2.6%	3	0.0%	0
Spar, Worcester Road, WEST HAGLEY, DY9 0NJ	0.1%	3	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	0.1%	3	0.0%	0	0.0%	0
Netto, Daisy Street, COSELEY, WV14 8QQ	0.1%	3	0.0%	0	0.0%	0
Local Stores, Old Hill	0.1%	3	0.0%	0	0.0%	0
Fallings Park	0.1%	3	0.0%	0	0.0%	0
Waitrose, Highgate Centre, FOUR OAKS, B74 4AB	0.1%	3	0.0%	0	0.0%	0
Farmfoods Freezer Ce, The Kingstanding Centre, Kingstanding, B44 9HH	0.1%	3	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0
Co-op Supermarket, Hawthorn Road, Kingstanding, B44 8QT	0.1%	3	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding, B44 0HL	0.1%	3	0.0%	0	0.0%	0
Iceland, The Square, ALDRIDGE, WS9 8QS	0.1%	3	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone, WS14 0JR	0.1%	3	0.0%	0	0.0%	0
Spar, Windmill Bank, WOMBOURNE, WV5 9JD	0.1%	3	0.0%	0	0.0%	0
Somerfield, Primley Service Station, WALSALL, WS2 8RN	0.1%	3	0.0%	0	0.0%	0
Spar, Bridgenorth Road, WOLLASTON, DY8 3NX	0.1%	3	1.3%	1	0.0%	0
Spar, Stafford Street, BREWOOD, ST19 9DX	0.1%	3	0.0%	0	1.5%	1
Spar, Abbey Road, DUDLEY, DY3 2PQ	0.1%	3	0.0%	0	0.0%	0
Spar,84 Lichfield Road, Rushall, Walsall WS4 1NN	0.1%	3	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.1%	3	0.0%	0	0.0%	0
Ashmore Park	0.1%	3	0.0%	0	0.0%	0
Somerfield, High Street,	0.1%	3	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
HARBORNE, B17 9QG						
Compton Village	0.1%	3	2.6%	3	0.0%	0
Somerfield, Wellington Road, BILSTON, WV14 6RN	0.1%	3	0.0%	0	0.0%	0
Somerfield, Cannock Road, BURNTWOOD, WS7 8JS	0.1%	3	0.0%	0	0.0%	0
Iceland, Market Place, CANNOCK, WS11 1BS	0.1%	3	0.0%	0	0.0%	0
Somerfield, Birches Bridge Shopping Centre, CODSALL, WV8 1PE	0.1%	3	0.0%	0	3.0%	2
Somerfield, Swan Corner Shopping Centre, Burntwood, WS7 0DW	0.1%	3	0.0%	0	0.0%	0
Tesco Express, Moss Grove, KINGSWINFORD, DY6 9HP	0.1%	3	0.0%	0	0.0%	0
Local Stores, Penkridge	0.1%	3	0.0%	0	0.0%	0
Farmfoods Freezer Ce, High Street, Brownhills, WS8 6EW	0.1%	2	0.0%	0	0.0%	0
Co-op Supermarket, Court Oak Road, Harborne, B32 2DX	0.1%	2	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, DY8 4AJ	0.1%	2	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0
Local Stores, Rowley Regis	0.1%	2	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Fisher Street, DUDLEY, DY2 7AD	0.1%	2	0.0%	0	0.0%	0
Spar,35 Hobs Rd, Wednesbury, West Midlands WS10 9BD	0.1%	2	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, WOLVERHAMPTON, WV1 2HD	0.1%	2	0.0%	0	0.0%	0
Aldi, Saltwell Road, NETHERTON, DY2 9PE	0.1%	2	0.0%	0	0.0%	0
Tesco Express, Coombs Road, HALESOWEN, B62 8AA	0.1%	2	0.0%	0	0.0%	0
Cape Hill	0.1%	2	0.0%	0	0.0%	0
Somerfield, Halesowen Road, Quinton, B62 9BB	0.1%	2	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Spar, Bridgenorth Road, STOURBRIDGE, DY7 6RY	0.1%	2	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley, DY10 3SA	0.1%	2	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Great Wyrley, WS6 6LA	0.1%	2	0.0%	0	0.0%	0
Tesco, Coldfield Drive, Redditch	0.1%	2	0.0%	0	0.0%	0
Spar,153-155 Cannock Road, Burntwood (Lichfield District) WS7 0BB	0.1%	2	0.0%	0	0.0%	0
Co-op Supermarket, Anglesey Street, HEDNESFORD, WS12 1AS	0.1%	2	0.0%	0	0.0%	0
One Stop, Sharon Way, HEDNESFORD, WS12 5NF	0.1%	2	0.0%	0	0.0%	0
Co-op Foodstore, High Street, KINVER, DY7 6HF	0.1%	2	0.0%	0	0.0%	0
Iceland, The Wulfrun Centre, WOLVERHAMPTON, WV1 3HG	0.1%	2	0.0%	0	0.0%	0
Lidl, Oldbury Road, Blackheath	0.1%	2	0.0%	0	0.0%	0
Iceland, High Street, Blackheath	0.1%	2	0.0%	0	0.0%	0
Somerfield, Louise Street, Gornal Wood, DY3 2UB	0.1%	2	0.0%	0	0.0%	0
Spar,40 Spring Lane, High Heath, Walsall, West Midlands WS4 1AT	0.1%	2	0.0%	0	0.0%	0
Aldridge	0.1%	2	0.0%	0	0.0%	0
Tesco Express, Warbler Place, KIDDERMINSTER, DY10 4DZ	0.1%	2	0.0%	0	0.0%	0
Pendeford Park	0.0%	2	0.0%	0	1.5%	1
Asda, Ventura Road, Tamworth	0.0%	2	0.0%	0	0.0%	0
Tesco Express, Bristol Road, Bournbrook, B29 6BD	0.0%	2	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	2	0.0%	0	0.0%	0
Spar, Cannock Road,	0.0%	2	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
WOLVERHAMPTON, WV10 8PN						
One Stop, Norton East Road, CANNOCK, WS11 3RT	0.0%	2	0.0%	0	0.0%	0
Iceland, Bearwood Road, Smethwick, B66 4BT	0.0%	2	0.0%	0	0.0%	0
Netto, Wolverhampton Road, WOLVERHAMPTON, WV10 0QR	0.0%	2	0.0%	0	0.0%	0
Co-op Foodstore, Stafford Road, Oxley, WV10 6AN	0.0%	2	0.0%	0	0.0%	0
Spar,Wolverhampton Rd West, Bentley, Willenhall WV13 2RN	0.0%	2	0.0%	0	0.0%	0
Co-op Supermarket, Boldmere Road, Wylde Green, B73 5UB	0.0%	1	0.0%	0	0.0%	0
Co-op Foodstore, Wood Lane, WILLENHALL, WV12 5NE	0.0%	1	0.0%	0	0.0%	0
Co-op (Wales etc), Hagley Road West, HALESOWEN, B62 9AS	0.0%	1	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, WALSALL, WS1 3QB	0.0%	1	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Bloxwich Road, Bloxwich, WS3 2BQ	0.0%	1	0.0%	0	0.0%	0
Cooltrader, The Crown Centre, STOURBRIDGE, DY8 1YD	0.0%	1	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Stone Cross, B71 3HS	0.0%	1	0.0%	0	0.0%	0
Aldi, Burns Road, WEDNESBURY, WS10 8SW	0.0%	1	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill, DY5 3AH	0.0%	1	0.0%	0	0.0%	0
Co-op Foodstore, Broadway, WALSALL, WS1 3HH	0.0%	1	0.0%	0	0.0%	0
Aldi, Church Street, LICHFIELD, WS13 6EB	0.0%	1	0.0%	0	0.0%	0
Tesco Express, Netherstowe Lane, Netherstowe, WS13 6BA	0.0%	1	0.0%	0	0.0%	0
Farmfoods Freezer Ce,	0.0%	1	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Broadwalk Retail Park, WALSALL, WS1 4SB						
Farmfoods Freezer Ce, Capehill, Smethwick, B66 4RN	0.0%	1	0.0%	0	0.0%	0
Solihull	0.0%	1	0.0%	0	0.0%	0
Worcester	0.0%	1	0.0%	0	0.0%	0
Sainsburys, Stratford Road, Shirley	0.0%	1	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Bristol Road South, Northfield, B31 2NG	0.0%	1	0.0%	0	0.0%	0
Telford	0.0%	1	0.0%	0	0.0%	0
Co-op Foodstore, High Street, WALSALL, WS6 7AD	0.0%	1	0.0%	0	0.0%	0
Cooltrader, Burntwood Shopping Cent, BURNTWOOD, WS7 1JR	0.0%	1	0.0%	0	0.0%	0
Iceland, Market Street, LICHFIELD, WS13 6JX	0.0%	1	0.0%	0	0.0%	0
One Stop, 4-6 High Street, Chasetown (Burntwood), STAFFS, WS7 3XF	0.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Metchley Lane, BIRMINGHAM, B17 0HT	0.0%	1	0.0%	0	0.0%	0
Iceland, Rye Market, STOURBRIDGE, DY8 1HJ	0.0%	1	0.0%	0	0.0%	0
Lye	0.0%	1	0.0%	0	0.0%	0
Spar, High Street, Lye, DY9 8JZ	0.0%	1	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0
Spar, Walsall Road, Stone Cross, WS10 8EZ	0.0%	1	0.0%	0	0.0%	0
Iceland, Sandwell Centre, WEST BROMWICH, B70 7NG	0.0%	1	0.0%	0	0.0%	0
Somerfield, Somerfield service Station, TIPTON, DY4 7RB	0.0%	1	0.0%	0	0.0%	0
Sainsburys, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood	0.0%	1	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Sainsbury's Local, Chester Road, Streetly, B74 2HN	0.0%	1	0.0%	0	0.0%	0
Sainsburys, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, School Road, Wombourne, WV5 9ED	0.0%	0	0.0%	0	0.0%	0
Stafford	0.0%	0	0.0%	0	0.0%	0
Asda, The Border, Telford	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.6%	422	13.2%	13	25.8%	15
Weighted base:		3647		99		57
Sample:		3595		76		66

Q05 In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?
(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q05)

	Total		Zone 53		Zone 54	
Birmingham	16.2%	669	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	14.7%	606	1.3%	1	2.6%	2
Wolverhampton	13.1%	540	73.4%	76	59.2%	39
Walsall	9.7%	401	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	6.6%	272	0.0%	0	0.0%	0
Sutton Coldfield	3.2%	132	0.0%	0	0.0%	0
Redditch	2.4%	97	0.0%	0	0.0%	0
West Bromwich	2.3%	93	0.0%	0	0.0%	0
Cannock	2.2%	90	0.0%	0	0.0%	0
Kidderminster	2.0%	84	0.0%	0	0.0%	0
Other	1.8%	75	3.8%	4	0.0%	0
Telford	1.8%	75	12.7%	13	21.1%	14
Dudley	1.4%	59	0.0%	0	0.0%	0
Lichfield	1.4%	59	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	1.2%	51	0.0%	0	0.0%	0
Tamworth	1.2%	48	0.0%	0	0.0%	0
Stafford	0.9%	38	0.0%	0	3.9%	3
Solihull	0.9%	36	0.0%	0	0.0%	0
Bilston	0.7%	30	0.0%	0	0.0%	0
Northfield	0.6%	24	0.0%	0	0.0%	0
Oldbury	0.6%	24	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.6%	24	0.0%	0	0.0%	0
Halesowen	0.5%	19	0.0%	0	0.0%	0
Worcester	0.4%	18	0.0%	0	0.0%	0
Bromsgrove	0.4%	18	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy	0.4%	18	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Perkins.Evans, Sports World, Boots, Peacocks, Au N						
Wednesbury	0.3%	14	0.0%	0	1.3%	1
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	0.3%	14	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.3%	14	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.3%	11	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.3%	11	0.0%	0	0.0%	0
Stourbridge	0.3%	11	0.0%	0	0.0%	0
Harborne	0.2%	10	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.2%	10	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	0.2%	10	1.3%	1	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.2%	9	0.0%	0	0.0%	0
Burton upon Trent	0.2%	9	0.0%	0	0.0%	0
Bearwood	0.2%	8	0.0%	0	0.0%	0
Willenhall	0.2%	8	0.0%	0	0.0%	0
Central London	0.2%	7	0.0%	0	1.3%	1

	Total		Zone 53		Zone 54	
Great Bridge	0.2%	7	0.0%	0	0.0%	0
Cape Hill	0.2%	7	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	0.2%	6	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	6	0.0%	0	0.0%	0
Cradley Heath	0.1%	5	0.0%	0	0.0%	0
Brierley Hill High Street	0.1%	5	0.0%	0	0.0%	0
Aldridge	0.1%	5	0.0%	0	0.0%	0
Windmills, High Street, Smethwick (JJB Sports, Peacocks, Priceless, Home Bargains, Matalan, Carphone Warehouse)	0.1%	4	0.0%	0	0.0%	0
Wednesfield	0.1%	4	0.0%	0	0.0%	0
Blackheath	0.1%	4	0.0%	0	0.0%	0
Shrewsbury	0.1%	4	0.0%	0	2.6%	2
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.1%	4	0.0%	0	0.0%	0
Coventry	0.1%	3	0.0%	0	0.0%	0
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	0.1%	3	0.0%	0	0.0%	0
Matalan, Spring Vale Way, Bilston	0.1%	3	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Tipton	0.1%	3	0.0%	0	0.0%	0
Tipton	0.1%	3	0.0%	0	0.0%	0
Derby	0.1%	3	0.0%	0	0.0%	0
Darlaston	0.1%	3	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	3	0.0%	0	1.3%	1
Sedgley	0.1%	3	0.0%	0	0.0%	0
Brownhills	0.1%	2	0.0%	0	0.0%	0
Matalan, Park Lane,	0.0%	2	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Kidderminster						
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.0%	2	0.0%	0	0.0%	0
Bloxwich	0.0%	2	0.0%	0	0.0%	0
Stratford Upon Avon	0.0%	2	0.0%	0	0.0%	0
Great Barr	0.0%	2	0.0%	0	0.0%	0
Erdington	0.0%	1	0.0%	0	0.0%	0
Castle Vale	0.0%	1	0.0%	0	0.0%	0
Bridgnorth	0.0%	1	1.3%	1	0.0%	0
Kingswinford	0.0%	1	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.0%	1	0.0%	0	0.0%	0
Burntwood	0.0%	1	0.0%	0	0.0%	0
Makro, Halesowen	0.0%	1	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	1	0.0%	0	0.0%	0
Cape Hill Retail Park, Smethwick (Blockbuster)	0.0%	1	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	6.7%	275	6.3%	7	6.6%	4
Weighted base:		4132		103		65
Sample:		4140		79		76

Q06 How does your household normally travel to its main clothing and footwear shopping destination (LOCATION MENTIONED AT Q05)?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 53		Zone 54	
Car / Van (as driver)	54.0%	2084	62.2%	60	52.1%	32
Car / van (as passenger)	11.5%	442	2.7%	3	14.1%	9
Motorcycle	0.1%	4	0.0%	0	2.8%	2
Bus	24.4%	940	24.3%	24	26.8%	16
Train	3.4%	131	1.4%	1	1.4%	1
Taxi	0.5%	20	0.0%	0	0.0%	0
Walk	4.5%	174	5.4%	5	0.0%	0
Bicycle	0.1%	2	0.0%	0	0.0%	0
Other	0.0%	2	0.0%	0	0.0%	0
Mobility Scooter	0.1%	5	0.0%	0	0.0%	0
Ring and Ride Charity Bus	0.1%	2	0.0%	0	0.0%	0
Metro	0.1%	5	0.0%	0	0.0%	0
Tram	0.1%	3	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	42	2.7%	3	2.8%	2
(Don't travel / goods delivered)	0.0%	1	1.4%	1	0.0%	0
Weighted base:		3857		97		61
Sample:		3858		74		71

Q07 What do you like about the (LOCATION MENTIONED AT Q05) ?

Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 53		Zone 54	
Good range of chain / well known stores	30.7%	1185	16.2%	16	22.5%	14
Close to home	29.9%	1152	36.5%	35	33.8%	21
Good range of independent stores	12.9%	497	4.1%	4	8.5%	5
Nothing / very little	12.3%	473	24.3%	24	22.5%	14
Indoor shopping malls / arcades	12.1%	467	9.5%	9	11.3%	7
Good and / or free car parking	9.9%	380	8.1%	8	9.9%	6
Attractive environment	6.8%	261	6.8%	7	12.7%	8
Department Store	4.1%	157	1.4%	1	1.4%	1
Shops are all under one roof / undercover	3.5%	134	0.0%	0	0.0%	0
Good bus service / accessible public transport	3.0%	115	0.0%	0	2.8%	2
Shops are close together / compact	2.8%	109	0.0%	0	4.2%	3
Cleanliness	2.1%	82	1.4%	1	1.4%	1
Restaurant / cafes	1.8%	69	1.4%	1	1.4%	1
Good prices	1.7%	66	2.7%	3	0.0%	0
Close to work / en route to work	1.7%	66	2.7%	3	0.0%	0
Easily accessible by foot / cycle	1.6%	62	4.1%	4	4.2%	3
It's familiar / habit	1.4%	54	0.0%	0	5.6%	3
Markets	1.4%	52	1.4%	1	1.4%	1
Safe and secure	1.3%	51	1.4%	1	1.4%	1
It's friendly	0.8%	30	0.0%	0	1.4%	1
Other	0.7%	25	0.0%	0	0.0%	0
Good range of services (bank, library, hairdresser etc.)	0.6%	25	1.4%	1	0.0%	0
Warm	0.5%	18	0.0%	0	0.0%	0
Everything is there that is needed	0.5%	18	0.0%	0	0.0%	0
Specific store - Varies	0.4%	16	1.4%	1	0.0%	0
Easily accessible by car	0.4%	15	0.0%	0	0.0%	0
Not too busy	0.4%	14	0.0%	0	0.0%	0
Leisure facilities	0.3%	13	0.0%	0	0.0%	0
Good disabled access	0.3%	13	0.0%	0	0.0%	0
Convenience	0.3%	11	0.0%	0	0.0%	0
Easy to get to	0.3%	11	0.0%	0	0.0%	0
Good atmosphere	0.3%	11	2.7%	3	0.0%	0

	Total		Zone 53		Zone 54	
Specific store - Marks & Spencer	0.3%	10	0.0%	0	0.0%	0
Bars / pubs / clubs	0.2%	9	0.0%	0	0.0%	0
It's outdoors	0.2%	7	0.0%	0	0.0%	0
Good variety of goods available	0.2%	7	0.0%	0	0.0%	0
All on one level / flat pavements	0.2%	7	0.0%	0	1.4%	1
Traffic free/ pedestrianised	0.2%	6	0.0%	0	0.0%	0
Quiet	0.2%	6	0.0%	0	0.0%	0
Lower prices	0.1%	5	0.0%	0	0.0%	0
Part of a overall day out	0.1%	5	0.0%	0	0.0%	0
Longer opening hours	0.1%	5	1.4%	1	0.0%	0
It's not too big	0.1%	4	0.0%	0	0.0%	0
Easy to get around	0.1%	4	0.0%	0	0.0%	0
Good toilet / changing facilities	0.1%	3	0.0%	0	0.0%	0
Modern	0.1%	3	0.0%	0	0.0%	0
Plenty of seating	0.1%	3	0.0%	0	0.0%	0
Park and Ride	0.1%	3	0.0%	0	1.4%	1
It's close to friends / family	0.1%	2	0.0%	0	0.0%	0
Delivery service	0.0%	1	0.0%	0	0.0%	0
Good quality	0.0%	1	0.0%	0	0.0%	0
Good cycle parking	0.0%	1	0.0%	0	0.0%	0
It offers clothing in larger sizes	0.0%	1	0.0%	0	0.0%	0
(Don't know)	0.9%	37	2.7%	3	0.0%	0
Weighted base:		3857		97		61
Sample:		3858		74		71

Q08 What do you dislike about (LOCATION MENTIONED AT Q05) ?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 53		Zone 54	
Nothing / very little	54.6%	2106	50.0%	48	63.4%	39
Difficult to park	6.8%	261	4.1%	4	7.0%	4
Too busy / crowded	6.7%	259	0.0%	0	1.4%	1
Lack of non-food stores	6.3%	243	14.9%	14	4.2%	3
Traffic congestion	4.5%	175	2.7%	3	2.8%	2
Vacant shops	3.7%	142	9.5%	9	7.0%	4
Difficult to park near shops	1.8%	68	1.4%	1	0.0%	0
Unnatractive environment	1.7%	67	5.4%	5	4.2%	3
Other	1.7%	65	1.4%	1	0.0%	0
Cost of parking	1.5%	59	2.7%	3	4.2%	3
Poor department store offer	1.4%	55	4.1%	4	2.8%	2
Lack of foodstores	1.4%	52	0.0%	0	0.0%	0
Too expensive	1.3%	50	2.7%	3	1.4%	1
Too long / inconvenient journey	1.3%	49	0.0%	0	1.4%	1
Youths loitering / anti social behaviour	1.1%	44	2.7%	3	0.0%	0
Dirty	1.1%	42	0.0%	0	0.0%	0
Litter	0.9%	35	1.4%	1	0.0%	0
Too big	0.7%	27	0.0%	0	0.0%	0
Shops are too far apart	0.7%	26	0.0%	0	1.4%	1
Poor bus services	0.7%	26	0.0%	0	0.0%	0
Lack of eating and drinking places	0.6%	25	1.4%	1	1.4%	1
Poor security for shoppers / cars	0.6%	25	4.1%	4	0.0%	0
Lack of independant stores	0.6%	22	0.0%	0	0.0%	0
Market is poor / gone	0.5%	18	0.0%	0	0.0%	0
Rude people	0.4%	16	0.0%	0	0.0%	0
Poor access for disabled	0.3%	13	1.4%	1	0.0%	0
It is too hot / stuffy	0.3%	13	0.0%	0	0.0%	0
Too many charity / pound shops	0.3%	13	0.0%	0	0.0%	0
It is outdoors / cold	0.3%	12	0.0%	0	0.0%	0
Stall / Market traders harrass shoppers	0.3%	12	0.0%	0	1.4%	1
Roadworks	0.3%	11	0.0%	0	0.0%	0
Lack of clothing / shoe stores	0.3%	11	0.0%	0	0.0%	0
Poor accessibility by foot / cycle	0.3%	11	0.0%	0	0.0%	0
Not enough toilets	0.3%	10	0.0%	0	0.0%	0
Shopping environment feels enclosed / claustrophobic	0.3%	10	0.0%	0	1.4%	1
Lack of stores for the elderly	0.2%	9	1.4%	1	0.0%	0

	Total		Zone 53		Zone 54	
Poor seating	0.2%	8	0.0%	0	0.0%	0
Too many mobile phone shops	0.2%	8	0.0%	0	0.0%	0
Shops aren't undercover	0.2%	8	2.7%	3	0.0%	0
Poor bus station	0.2%	8	0.0%	0	0.0%	0
Poor layout	0.2%	7	1.4%	1	0.0%	0
Dislike the changes to the location	0.2%	7	0.0%	0	0.0%	0
Poor quality stores	0.2%	6	1.4%	1	0.0%	0
Poor / uneven flooring	0.1%	5	0.0%	0	0.0%	0
The Bullring Shopping Centre	0.1%	5	0.0%	0	0.0%	0
Lack of specialised stores	0.1%	5	0.0%	0	0.0%	0
Too small	0.1%	4	0.0%	0	0.0%	0
Not enough disabled parking	0.1%	3	0.0%	0	0.0%	0
Stores are very / too similar	0.1%	2	0.0%	0	0.0%	0
Poor lighting	0.0%	2	0.0%	0	0.0%	0
Poor opening hours	0.0%	1	0.0%	0	0.0%	0
(Don't know)	1.8%	71	1.4%	1	0.0%	0
Weighted base:		3857		97		61
Sample:		3858		74		71

Q09 What would make you shop in or visit (LOCATION MENTIONED AT Q05) more often ?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 53		Zone 54	
Nothing	61.1%	2358	52.7%	51	64.8%	40
More non-food stores	6.2%	238	5.4%	5	5.6%	3
More department stores	5.6%	216	12.2%	12	8.5%	5
Cheaper parking	4.9%	190	6.8%	7	7.0%	4
Easier / more parking	4.2%	163	2.7%	3	4.2%	3
More specialist shops	3.0%	115	8.1%	8	4.2%	3
Cheaper prices	2.9%	111	2.7%	3	2.8%	2
More independent shops	2.8%	107	12.2%	12	0.0%	0
Better public transport links	2.2%	84	2.7%	3	1.4%	1
More higher order / designer stores	2.1%	81	9.5%	9	0.0%	0
More food stores	1.7%	64	0.0%	0	0.0%	0
More places to eat / drink	1.3%	48	2.7%	3	1.4%	1
More money	1.0%	39	0.0%	0	0.0%	0
Cleaner environment	0.9%	33	1.4%	1	0.0%	0
If it was closer	0.8%	32	0.0%	0	0.0%	0
Markets	0.8%	32	0.0%	0	1.4%	1
More leisure facilities (e.g. cinema etc.)	0.7%	27	0.0%	0	0.0%	0
Refurbishment of area	0.6%	21	0.0%	0	2.8%	2
More clothes / shoe shops	0.5%	21	0.0%	0	0.0%	0
More special offers	0.5%	19	0.0%	0	1.4%	1
Better disabled access	0.5%	19	0.0%	0	0.0%	0
Other	0.4%	16	0.0%	0	0.0%	0
More security / better personal safety	0.4%	15	1.4%	1	0.0%	0
Longer opening hours	0.4%	14	0.0%	0	0.0%	0
Undercover	0.4%	14	1.4%	1	0.0%	0
Better access by car	0.4%	14	0.0%	0	0.0%	0
Less busy / crowds	0.3%	12	1.4%	1	0.0%	0
Fewer vacant shops	0.2%	9	0.0%	0	0.0%	0
Less traffic congestion	0.2%	8	0.0%	0	0.0%	0
A new / larger supermarket	0.2%	8	1.4%	1	1.4%	1
Introduce a specific store (varied)	0.2%	8	0.0%	0	0.0%	0
Free parking	0.2%	8	0.0%	0	0.0%	0
More toilet facilities	0.2%	8	0.0%	0	0.0%	0
Stores close together / more compact	0.2%	7	1.4%	1	0.0%	0
Better quality stores	0.2%	6	0.0%	0	0.0%	0
More indoor shopping	0.2%	6	0.0%	0	0.0%	0
More shops / choice (general)	0.1%	5	0.0%	0	0.0%	0
Better delivery service	0.1%	5	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Better delivery service	0.1%	5	0.0%	0	0.0%	0
More time	0.1%	4	0.0%	0	0.0%	0
Wider isles	0.1%	3	0.0%	0	0.0%	0
Better pedestrianisation	0.0%	2	0.0%	0	1.4%	1
More services (e.g. bank, library, hairdressers etc.)	0.0%	1	0.0%	0	0.0%	0
(Don't know)	2.9%	112	4.1%	4	1.4%	1
Weighted base:		3857		97		61
Sample:		3858		74		71

Q10 How often do you visit (LOCATION MENTIONED AT Q05) in the evenings ?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 53		Zone 54	
Everyday	0.2%	9	0.0%	0	0.0%	0
4-6 days a week	0.4%	15	0.0%	0	0.0%	0
2-3 days a week	2.9%	111	0.0%	0	0.0%	0
1 day a week	6.4%	245	5.4%	5	0.0%	0
Once every 2 weeks	4.7%	181	4.1%	4	9.9%	6
Once every month	10.3%	397	8.1%	8	9.9%	6
Once a quarter	7.5%	290	9.5%	9	5.6%	3
Less often than once a quarter	8.6%	331	4.1%	4	7.0%	4
Never	58.6%	2261	67.6%	65	67.6%	41
(Don't know)	0.5%	18	1.4%	1	0.0%	0
Weighted base:		3857		97		61
Sample:		3858		74		71

Q11 What would make you stay longer in (LOCATION MENTIONED AT Q05) to use it in the evenings?
Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05

	Total		Zone 53		Zone 54	
Nothing	77.7%	2998	79.7%	77	78.9%	48
Late night shopping	5.1%	196	2.7%	3	2.8%	2
More restaurants	3.7%	143	1.4%	1	4.2%	3
Better police presence	2.1%	79	2.7%	3	2.8%	2
More bars	1.4%	54	0.0%	0	5.6%	3
Cinema	1.0%	40	4.1%	4	0.0%	0
Better accessibility by bus	1.0%	38	0.0%	0	1.4%	1
Other	0.7%	25	0.0%	0	0.0%	0
More late night car parks	0.6%	25	0.0%	0	1.4%	1
More security / better personal safety	0.5%	21	0.0%	0	0.0%	0
Cheaper prices	0.5%	21	0.0%	0	0.0%	0
Theatre	0.4%	17	0.0%	0	0.0%	0
Better lighting	0.4%	16	0.0%	0	0.0%	0
More shops	0.4%	15	0.0%	0	0.0%	0
More general entertainment	0.4%	14	0.0%	0	0.0%	0
More money	0.4%	14	0.0%	0	0.0%	0
More leisure facilities	0.4%	14	0.0%	0	0.0%	0
More child-friendly facilities	0.3%	13	0.0%	0	1.4%	1
Cheaper / free parking	0.3%	11	0.0%	0	0.0%	0
Live music / gigs	0.3%	11	0.0%	0	2.8%	2
More family orientated facilities	0.2%	9	0.0%	0	0.0%	0
More events that cater for the elderly	0.2%	8	0.0%	0	0.0%	0
Less gangs	0.2%	8	0.0%	0	0.0%	0
More shows at the theatre	0.2%	7	0.0%	0	1.4%	1
Less traffic congestion	0.2%	6	0.0%	0	0.0%	0
More time / less working hours	0.1%	6	0.0%	0	0.0%	0
More events in the city centre	0.1%	5	0.0%	0	0.0%	0
Cheaper taxis	0.1%	5	0.0%	0	0.0%	0
Babysitting service	0.1%	4	0.0%	0	0.0%	0
Better accessibility by train	0.1%	4	0.0%	0	0.0%	0
Better pubs / restaurants	0.1%	4	0.0%	0	0.0%	0
Not so busy / less crowding	0.1%	3	0.0%	0	0.0%	0
Coffee shops / cafes open later	0.1%	3	0.0%	0	0.0%	0
Lift smoking ban	0.1%	3	1.4%	1	0.0%	0
(Don't Know)	3.2%	122	8.1%	8	2.8%	2
Weighted base:		3857		97		61
Sample:		3858		74		71

Q12 Where do you do most of your households shopping for furniture, floor coverings and household textiles ?
(Not including internet / catalogue / mail order / tv shopping or don't buy at Q12)

	Total		Zone 53		Zone 54	
Birmingham	8.2%	284	3.2%	3	0.0%	0
Wolverhampton	6.1%	211	29.0%	24	31.1%	16
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	5.2%	180	3.2%	3	3.3%	2
Merry Hill (Shopping Centre)	4.3%	149	1.6%	1	1.6%	1
Walsall	3.6%	123	0.0%	0	0.0%	0
Cannock	2.8%	97	0.0%	0	3.3%	2
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	2.6%	89	0.0%	0	0.0%	0
Dudley	2.4%	83	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	2.3%	80	0.0%	0	0.0%	0
Kidderminster	2.3%	79	0.0%	0	0.0%	0
Wednesbury	2.0%	69	0.0%	0	3.3%	2
Other	2.0%	68	0.0%	0	1.6%	1
Bilston	2.0%	68	3.2%	3	4.9%	3
Oldbury	1.4%	48	0.0%	0	0.0%	0
West Bromwich	1.2%	43	0.0%	0	1.6%	1
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	1.2%	40	6.5%	5	4.9%	3
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher,	1.2%	40	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Poundland, Peac Solihull	1.1%	38	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	1.1%	37	0.0%	0	0.0%	0
Sutton Coldfield	1.0%	35	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.9%	29	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.8%	28	0.0%	0	1.6%	1
Lichfield	0.8%	26	0.0%	0	0.0%	0
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	0.7%	25	0.0%	0	0.0%	0
Brierley Hill High Street	0.7%	24	1.6%	1	0.0%	0
Bearwood	0.7%	24	0.0%	0	0.0%	0
Northfield	0.7%	24	0.0%	0	0.0%	0
Telford	0.7%	23	3.2%	3	11.5%	6
Homebase, Chester Road, New Oscott	0.6%	21	1.6%	1	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.6%	21	0.0%	0	0.0%	0
Tamworth	0.6%	20	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.6%	19	0.0%	0	0.0%	0
Redditch	0.6%	19	0.0%	0	0.0%	0
Erdington	0.6%	19	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores,	0.5%	19	1.6%	1	0.0%	0

	Total		Zone 53		Zone 54	
M&S Outlet)						
Bromsgrove	0.5%	19	0.0%	0	0.0%	0
Stourbridge	0.5%	19	0.0%	0	0.0%	0
Stafford	0.5%	18	1.6%	1	3.3%	2
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.5%	18	0.0%	0	0.0%	0
Aldridge	0.5%	16	0.0%	0	1.6%	1
B&Q, Spring Vale Business Park, Bilston	0.4%	15	3.2%	3	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.4%	14	1.6%	1	0.0%	0
Selly Oak	0.4%	14	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.4%	14	0.0%	0	0.0%	0
Halesowen	0.4%	13	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.4%	13	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.3%	11	1.6%	1	0.0%	0
Blackheath	0.3%	11	0.0%	0	0.0%	0
Worcester	0.3%	10	0.0%	0	0.0%	0
Sedgley	0.3%	9	0.0%	0	0.0%	0
Cape Hill	0.3%	9	0.0%	0	0.0%	0
Burton upon Trent	0.2%	8	0.0%	0	0.0%	0
Dunelm Mill, Birchley Industrial Estate, Oldbury	0.2%	8	0.0%	0	0.0%	0
Wednesfield	0.2%	8	0.0%	0	0.0%	0
Great Barr	0.2%	7	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks,	0.2%	7	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste						
Kingswinford	0.2%	6	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.2%	6	0.0%	0	0.0%	0
Droitwich	0.2%	6	0.0%	0	0.0%	0
Bloxwich	0.2%	6	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.2%	6	0.0%	0	0.0%	0
Harborne	0.2%	6	0.0%	0	0.0%	0
Coles, Great Bridge Road, Bilston	0.2%	5	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.2%	5	1.6%	1	1.6%	1
The Fort Retail Park, Erdington	0.1%	4	0.0%	0	0.0%	0
Focus, Lichfield Road, Wolverhampton	0.1%	4	1.6%	1	0.0%	0
B&Q, New Road, Stourbridge	0.1%	4	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.1%	4	0.0%	0	0.0%	0
Stourport	0.1%	4	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0
Cradley Heath	0.1%	4	0.0%	0	0.0%	0
Willenhall	0.1%	3	0.0%	0	0.0%	0
Allied Carpets, Station Drive, Brierley Hill	0.1%	3	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	3	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.1%	3	0.0%	0	0.0%	0
Brownhills	0.1%	3	0.0%	0	0.0%	0
Bridgnorth	0.1%	3	3.2%	3	0.0%	0
Darlaston	0.1%	3	0.0%	0	0.0%	0
Burntwood	0.1%	3	0.0%	0	0.0%	0
Shrewsbury	0.1%	2	0.0%	0	0.0%	0
Focus, Dudley Road, Kingswinford	0.1%	2	0.0%	0	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	2	0.0%	0	0.0%	0
Rugby	0.1%	2	0.0%	0	0.0%	0
B&Q, Harborne Lane, Selly	0.1%	2	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Oak						
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	2	0.0%	0	0.0%	0
Warstones Road	0.1%	2	0.0%	0	0.0%	0
Stirchley	0.0%	2	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	2	0.0%	0	0.0%	0
Queensville Retail Park, Stafford	0.0%	2	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton (JJB Sports, Fabric Warehouse/Bensons, United Carpet Mill, Focus)	0.0%	2	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.0%	1	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove (Focus, Lush Furniture)	0.0%	1	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	1	0.0%	0	1.6%	1
Smethwick	0.0%	1	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.0%	1	0.0%	0	0.0%	0
Tipton	0.0%	1	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	1	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.0%	1	0.0%	0	0.0%	0
Cedars Business Park, North Street, Cannock (Carol's Megastore, Motor Mania, Tile Shack, Factory Seconds)	0.0%	1	0.0%	0	0.0%	0
Coventry	0.0%	1	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0
Focus, Coppice Lane,	0.0%	1	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Aldridge						
The Chase Centre, Church Street, Cannock (CBS Clothing, Blockbuster)	0.0%	1	0.0%	0	0.0%	0
Focus, Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.0%	0	0.0%	0	0.0%	0
Lye	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	24.7%	853	30.6%	25	23.0%	12
Weighted base:		3451		81		53
Sample:		3439		62		61

Q13 Where do you do most of your households shopping for DIY and decorating goods ?
(Not including internet / catalogue / mail order / tv shopping or don't buy at Q13)

	Total		Zone 53		Zone 54	
B&Q, Mucklow Hill, Halesowen	10.9%	429	0.0%	0	0.0%	0
B&Q, Spring Vale Business Park, Bilston	8.4%	333	25.7%	24	8.1%	4
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	8.4%	331	0.0%	0	6.5%	3
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.5%	175	0.0%	0	0.0%	0
Other	3.1%	120	1.4%	1	1.6%	1
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	2.8%	109	1.4%	1	0.0%	0
Homebase, Chester Road, New Oscott	2.6%	104	0.0%	0	0.0%	0
Wolverhampton	2.6%	101	14.3%	13	29.0%	15
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	2.3%	92	0.0%	0	0.0%	0
Cannock	2.1%	82	0.0%	0	1.6%	1
Kidderminster	1.9%	74	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	1.9%	74	14.3%	13	9.7%	5
B&Q, New Road, Stourbridge	1.8%	69	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin	1.7%	67	0.0%	0	1.6%	1

	Total		Zone 53		Zone 54	
Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos						
Walsall	1.7%	67	0.0%	0	0.0%	0
Birmingham	1.7%	65	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	1.5%	58	0.0%	0	0.0%	0
Wednesbury	1.5%	58	0.0%	0	1.6%	1
Selly Oak	1.4%	54	0.0%	0	0.0%	0
Focus, Dudley Road, Kingswinford	1.3%	52	0.0%	0	0.0%	0
Redditch	1.2%	47	0.0%	0	0.0%	0
Focus, Lichfield Road, Wolverhampton	1.1%	44	12.9%	12	1.6%	1
The Fort Retail Park, Erdington	1.1%	42	0.0%	0	0.0%	0
Bromsgrove	1.0%	41	0.0%	0	0.0%	0
Focus, Coppice Lane, Aldridge	1.0%	39	0.0%	0	0.0%	0
Dudley	0.9%	34	0.0%	0	0.0%	0
Bilston	0.8%	32	1.4%	1	1.6%	1
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.8%	31	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.8%	30	1.4%	1	0.0%	0
Halesowen	0.7%	29	0.0%	0	0.0%	0
Lichfield	0.7%	28	0.0%	0	0.0%	0
Wickes, Holyhead Road, Handsworth	0.7%	28	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.7%	27	0.0%	0	0.0%	0
Stourbridge	0.7%	27	0.0%	0	0.0%	0
West Bromwich	0.6%	24	0.0%	0	0.0%	0
Focus, Ferrie Grove, Brownhills	0.6%	24	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.6%	24	0.0%	0	0.0%	0
Oldbury	0.6%	22	0.0%	0	0.0%	0
Kingswinford	0.6%	22	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams,	0.5%	21	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Comet, Poundstretcher, Poundland, Peac						
Sutton Coldfield	0.5%	21	0.0%	0	0.0%	0
Brownhills	0.5%	21	0.0%	0	0.0%	0
B&Q, Harborne Lane, Selly Oak	0.5%	19	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton (JJB Sports, Fabric Warehouse/Bensons, United Carpet Mill, Focus)	0.5%	18	1.4%	1	1.6%	1
Aldridge	0.4%	18	0.0%	0	0.0%	0
Tamworth	0.4%	17	0.0%	0	0.0%	0
Wickes, Lichfield Road, Cannock	0.4%	16	0.0%	0	0.0%	0
Telford	0.4%	14	4.3%	4	6.5%	3
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.3%	13	0.0%	0	0.0%	0
Bearwood	0.3%	13	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	0.3%	13	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.3%	12	0.0%	0	0.0%	0
B&Q, New Street, West Bromwich	0.3%	12	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.3%	12	1.4%	1	3.2%	2
Great Barr	0.3%	11	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.3%	11	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove (Focus, Lush Furniture)	0.3%	10	0.0%	0	0.0%	0
Blackheath	0.3%	10	0.0%	0	0.0%	0
B&Q, Bridge Retail Park,	0.3%	10	2.9%	3	1.6%	1

	Total		Zone 53		Zone 54	
Telford						
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.2%	10	0.0%	0	0.0%	0
Solihull	0.2%	10	0.0%	0	0.0%	0
Wickes, Ash Tree Road, Stirchley	0.2%	9	0.0%	0	0.0%	0
Wickes, Prospect Road, Mucklow Hill, Halesowen	0.2%	9	0.0%	0	0.0%	0
Wednesfield	0.2%	9	0.0%	0	0.0%	0
Bloxwich	0.2%	9	0.0%	0	0.0%	0
Stirchley	0.2%	8	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.2%	8	1.4%	1	0.0%	0
Northfield	0.2%	7	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.2%	7	0.0%	0	0.0%	0
Brierley Hill High Street	0.2%	7	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.2%	7	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.2%	7	0.0%	0	0.0%	0
Sedgley	0.2%	7	0.0%	0	0.0%	0
Great Bridge	0.2%	6	0.0%	0	0.0%	0
B&Q, Marshall Lake Road, Solihull	0.2%	6	0.0%	0	0.0%	0
B&Q, Lichfield Road, Stafford	0.1%	6	0.0%	0	1.6%	1
Halfords, Fox's Lane, Wolverhampton	0.1%	6	1.4%	1	1.6%	1
Stafford	0.1%	5	0.0%	0	1.6%	1
Cape Hill	0.1%	5	0.0%	0	0.0%	0
Great Bridge Retail Park,	0.1%	5	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)						
Erdington	0.1%	4	0.0%	0	0.0%	0
Burton upon Trent	0.1%	4	0.0%	0	0.0%	0
B&Q, Tame Valley Industrial Estate, Tamworth	0.1%	4	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.1%	4	0.0%	0	0.0%	0
Cradley Heath	0.1%	4	0.0%	0	0.0%	0
Burntwood	0.1%	4	0.0%	0	0.0%	0
Blockbuster, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	3	0.0%	0	0.0%	0
Willenhall	0.1%	3	0.0%	0	0.0%	0
Castle Vale	0.1%	3	0.0%	0	0.0%	0
Droitwich	0.1%	3	0.0%	0	0.0%	0
Focus, Church Street, Lichfield	0.1%	2	0.0%	0	0.0%	0
Bridgnorth	0.1%	2	1.4%	1	0.0%	0
Ventura Retail Park, Tamworth	0.1%	2	0.0%	0	0.0%	0
Rugby	0.1%	2	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.1%	2	0.0%	0	0.0%	0
Worcester	0.0%	2	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.0%	2	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	2	0.0%	0	0.0%	0
Smethwick	0.0%	2	0.0%	0	0.0%	0
The Chase Centre, Church Street, Cannock (CBS Clothing, Blockbuster)	0.0%	2	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.0%	1	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.0%	1	0.0%	0	0.0%	0
Lye	0.0%	1	0.0%	0	0.0%	0
Blockbuster, Dudley Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0
Tipton	0.0%	1	0.0%	0	0.0%	0
Harborne	0.0%	1	0.0%	0	0.0%	0
Halfords, Spring Vale Way, Bilston	0.0%	1	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	1.6%	1
Stafford Road (Three Tuns)	0.0%	1	0.0%	0	0.0%	0
Newcastle Under Lyme	0.0%	1	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	0.0%	1	0.0%	0	0.0%	0
Handsworth	0.0%	1	0.0%	0	0.0%	0
Darlaston	0.0%	1	0.0%	0	0.0%	0
Hanley	0.0%	1	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.0%	1	0.0%	0	0.0%	0
Old Hednesford Road, Cannock (Pet supplies, City Plumbing)	0.0%	1	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	7.9%	311	12.9%	12	17.7%	9
Weighted base:		3939		92		53
Sample:		3924		70		62

Q14 Where do you do most of your households shopping for domestic appliances such as washing machines, fridges cookers and kettles ?
(Not including internet / catalogue / mail order / tv shopping or don't buy at Q14)

	Total		Zone 53		Zone 54	
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	6.8%	258	1.5%	1	1.5%	1
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	6.6%	247	36.4%	31	33.8%	20
Wolverhampton	5.4%	204	30.3%	26	33.8%	20
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	4.8%	180	0.0%	0	1.5%	1
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.7%	178	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	4.1%	157	1.5%	1	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	3.6%	137	0.0%	0	0.0%	0
Birmingham	3.2%	122	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	3.0%	114	0.0%	0	0.0%	0
Other	3.0%	112	1.5%	1	1.5%	1
Oldbury Retail Park, Oldbury Ringway	2.3%	87	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
(Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph						
Wednesbury	2.0%	77	0.0%	0	1.5%	1
Walsall	2.0%	74	0.0%	0	0.0%	0
Sutton Coldfield	1.9%	70	0.0%	0	0.0%	0
Cannock	1.8%	68	0.0%	0	1.5%	1
Stourbridge	1.7%	63	0.0%	0	0.0%	0
Kidderminster	1.6%	59	0.0%	0	0.0%	0
Selly Oak	1.5%	56	0.0%	0	0.0%	0
Bearwood	1.4%	54	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	1.4%	54	1.5%	1	0.0%	0
Halesowen	1.3%	49	0.0%	0	0.0%	0
Bromsgrove	1.3%	48	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	1.2%	46	0.0%	0	0.0%	0
Lichfield	1.2%	44	0.0%	0	0.0%	0
West Bromwich	1.1%	43	0.0%	0	0.0%	0
Sedgley	1.1%	40	0.0%	0	0.0%	0
Dudley	1.0%	40	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	1.0%	38	3.0%	3	0.0%	0
Redditch	0.8%	32	0.0%	0	0.0%	0
Tamworth	0.8%	31	0.0%	0	0.0%	0
Bilston	0.8%	30	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.8%	30	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.8%	29	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright,	0.7%	28	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Comet, Halfords, Pets at Home, Matalan)						
Solihull	0.7%	27	0.0%	0	0.0%	0
Oldbury	0.7%	26	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.5%	19	1.5%	1	0.0%	0
Telford	0.4%	16	6.1%	5	4.4%	3
Harborne	0.4%	15	0.0%	0	0.0%	0
Northfield	0.4%	15	0.0%	0	0.0%	0
Amblecote	0.4%	15	0.0%	0	0.0%	0
Willenhall	0.4%	15	0.0%	0	0.0%	0
Cradley Heath	0.4%	15	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.4%	15	0.0%	0	0.0%	0
Brierley Hill High Street	0.4%	14	0.0%	0	0.0%	0
Blackheath	0.4%	14	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.3%	13	0.0%	0	0.0%	0
Bloxwich	0.3%	13	0.0%	0	0.0%	0
Wednesfield	0.3%	12	0.0%	0	0.0%	0
Kingswinford	0.3%	10	0.0%	0	0.0%	0
Comet, Wallsall Road, Willenhall	0.3%	10	0.0%	0	0.0%	0
Stourport	0.2%	9	0.0%	0	0.0%	0
Great Bridge	0.2%	7	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.2%	7	0.0%	0	0.0%	0
Brownhills	0.2%	7	0.0%	0	0.0%	0
Stirchley	0.2%	6	0.0%	0	0.0%	0
Tipton	0.2%	6	0.0%	0	0.0%	0
Worcester	0.2%	6	0.0%	0	0.0%	0
Stafford	0.2%	6	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	6.1%	5	0.0%	0
Burntwood	0.1%	5	0.0%	0	0.0%	0
Smethwick	0.1%	5	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	5	0.0%	0	0.0%	0
Makro, Halesowen	0.1%	5	0.0%	0	0.0%	0
B&Q, Spring Vale Business Park, Bilston	0.1%	5	1.5%	1	0.0%	0

	Total		Zone 53		Zone 54	
Marshall Lake Retail Park, Solihull	0.1%	5	0.0%	0	0.0%	0
Handsworth	0.1%	5	0.0%	0	0.0%	0
Aldridge	0.1%	5	0.0%	0	0.0%	0
Burton upon Trent	0.1%	4	0.0%	0	0.0%	0
Cape Hill	0.1%	4	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.1%	4	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.1%	4	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0
Old Hill	0.1%	3	0.0%	0	0.0%	0
Droitwich	0.1%	3	0.0%	0	0.0%	0
Great Barr	0.1%	3	0.0%	0	0.0%	0
Castle Vale	0.1%	3	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	3	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.1%	3	0.0%	0	1.5%	1
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	3	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.1%	3	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.1%	2	0.0%	0	0.0%	0
Keyway Retail Park, Amrstrong Way, Willenhall (Jollye's pet supplies, Staples, Blockbuster)	0.1%	2	0.0%	0	0.0%	0
Lye	0.1%	2	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Darlaston	0.1%	2	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.1%	2	0.0%	0	0.0%	0
Chadmoor	0.1%	2	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.0%	1	0.0%	0	1.5%	1
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.0%	1	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.0%	1	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.0%	1	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	11.9%	447	9.1%	8	17.6%	10
Weighted base:		3773		86		59
Sample:		3785		66		68

Q15 Where do you do most of your households shopping for TV, Hi-Fi, Radio, photographic and computer equipment ?
(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q15)

	Total		Zone 53		Zone 54	
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	7.6%	266	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	6.5%	228	41.4%	38	30.3%	17
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	6.2%	217	0.0%	0	0.0%	0
Wolverhampton	5.4%	189	25.7%	24	33.3%	19
Merry Hill (Shopping Centre)	5.0%	177	1.4%	1	0.0%	0
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.8%	168	0.0%	0	0.0%	0
Birmingham	3.6%	128	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	3.3%	116	0.0%	0	0.0%	0
Walsall	2.8%	97	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	2.7%	97	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway	2.5%	89	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
(Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph						
Other	2.4%	85	0.0%	0	1.5%	1
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	2.0%	69	0.0%	0	0.0%	0
Cannock	1.9%	68	1.4%	1	1.5%	1
Wednesbury	1.8%	64	0.0%	0	1.5%	1
Bearwood	1.8%	62	0.0%	0	0.0%	0
Selly Oak	1.5%	54	0.0%	0	0.0%	0
Kidderminster	1.5%	51	0.0%	0	0.0%	0
Sutton Coldfield	1.4%	50	0.0%	0	0.0%	0
Lichfield	1.3%	45	0.0%	0	0.0%	0
Halesowen	1.3%	45	0.0%	0	0.0%	0
Solihull	1.1%	37	0.0%	0	0.0%	0
Sedgley	1.0%	34	0.0%	0	0.0%	0
Stourbridge	0.9%	32	0.0%	0	0.0%	0
Redditch	0.9%	31	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	0.9%	30	0.0%	0	0.0%	0
Dudley	0.8%	30	0.0%	0	0.0%	0
Bromsgrove	0.8%	29	0.0%	0	0.0%	0
West Bromwich	0.8%	28	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.7%	25	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.7%	23	0.0%	0	0.0%	0
Oldbury	0.7%	23	0.0%	0	0.0%	0
Bilston	0.7%	23	0.0%	0	0.0%	0
Tamworth	0.6%	22	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright,	0.6%	20	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Comet, Halfords, Pets at Home, Matalan)						
Wednesfield	0.5%	16	1.4%	1	1.5%	1
Apollo 2000, Holyhead Road, Handsworth	0.5%	16	0.0%	0	0.0%	0
Telford	0.5%	16	5.7%	5	6.1%	3
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.4%	15	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.4%	14	0.0%	0	0.0%	0
Cradley Heath	0.4%	14	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.4%	13	0.0%	0	0.0%	0
Harborne	0.3%	12	0.0%	0	0.0%	0
Amblecote	0.3%	11	0.0%	0	0.0%	0
Kingswinford	0.3%	10	0.0%	0	0.0%	0
Willenhall	0.3%	9	0.0%	0	0.0%	0
Bloxwich	0.2%	8	0.0%	0	0.0%	0
Brownhills	0.2%	8	0.0%	0	0.0%	0
Northfield	0.2%	8	0.0%	0	0.0%	0
Great Barr	0.2%	8	0.0%	0	0.0%	0
Stafford	0.2%	7	0.0%	0	1.5%	1
Aldridge	0.2%	6	0.0%	0	0.0%	0
Darlaston	0.2%	6	0.0%	0	0.0%	0
Chadmoor	0.2%	6	0.0%	0	0.0%	0
Worcester	0.2%	6	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	5.7%	5	0.0%	0
Smethwick	0.1%	5	0.0%	0	0.0%	0
Stirchley	0.1%	5	0.0%	0	0.0%	0
Castle Vale	0.1%	4	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	4	0.0%	0	0.0%	0
Burntwood	0.1%	4	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	4	0.0%	0	0.0%	0
Comet, Wallsall Road, Willenhall	0.1%	4	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Brierley Hill High Street	0.1%	3	0.0%	0	0.0%	0
Handsworth	0.1%	3	0.0%	0	0.0%	0
Makro, Halesowen	0.1%	3	0.0%	0	0.0%	0
Great Bridge	0.1%	3	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	3	0.0%	0	0.0%	0
Blackheath	0.1%	3	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.1%	2	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0
Burton upon Trent	0.1%	2	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0
Old Hill	0.1%	2	0.0%	0	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	2	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.1%	2	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.1%	2	0.0%	0	0.0%	0
Stourport	0.1%	2	0.0%	0	0.0%	0
Wombourne	0.0%	2	0.0%	0	0.0%	0
Warstones Road	0.0%	1	0.0%	0	0.0%	0
Droitwich	0.0%	1	0.0%	0	0.0%	0
Allied Carpets, Station Drive, Brierley Hill	0.0%	1	1.4%	1	0.0%	0
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0
Cape Hill	0.0%	1	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.0%	1	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	1	0.0%	0	0.0%	0
Keyway Retail Park, Amrstrong Way, Willenhall (Jollye's pet	0.0%	1	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
supplies, Staples, Blockbuster)						
Staples, Tildasley Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0
Shrewsbury	0.0%	1	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	13.0%	458	15.7%	14	22.7%	13
Weighted base:		3515		92		57
Sample:		3520		70		66

Q16 Where do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass and cosmetics ?
(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q16)

	Total		Zone 53		Zone 54	
Birmingham	17.7%	583	3.6%	3	4.5%	3
Wolverhampton	12.3%	404	71.4%	52	59.1%	34
Merry Hill (Shopping Centre)	11.9%	394	1.8%	1	0.0%	0
Walsall	8.2%	270	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	5.9%	194	0.0%	0	0.0%	0
Sutton Coldfield	3.0%	99	0.0%	0	0.0%	0
Cannock	2.5%	82	0.0%	0	0.0%	0
Kidderminster	2.4%	78	0.0%	0	0.0%	0
West Bromwich	1.8%	60	0.0%	0	0.0%	0
Lichfield	1.8%	60	0.0%	0	0.0%	0
Redditch	1.6%	52	0.0%	0	0.0%	0
Dudley	1.5%	49	0.0%	0	0.0%	0
Other	1.4%	48	0.0%	0	1.5%	1
Solihull	1.4%	47	0.0%	0	0.0%	0
Bromsgrove	1.2%	40	0.0%	0	0.0%	0
Telford	1.2%	40	7.1%	5	13.6%	8
Stourbridge	1.0%	31	0.0%	0	0.0%	0
Northfield	0.9%	30	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	0.8%	27	0.0%	0	0.0%	0
Harborne	0.8%	25	0.0%	0	0.0%	0
Bilston	0.7%	22	0.0%	0	0.0%	0
Halesowen	0.6%	20	0.0%	0	0.0%	0
Worcester	0.6%	18	0.0%	0	0.0%	0
Stafford	0.4%	14	0.0%	0	1.5%	1
Bearwood	0.4%	14	0.0%	0	0.0%	0
Tamworth	0.4%	13	0.0%	0	0.0%	0
Oldbury	0.4%	12	0.0%	0	0.0%	0
Blackheath	0.3%	11	0.0%	0	0.0%	0
Cradley Heath	0.3%	10	0.0%	0	0.0%	0
Aldridge	0.3%	9	0.0%	0	0.0%	0
Wednesbury	0.3%	8	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.2%	8	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.2%	8	0.0%	0	0.0%	0
Bloxwich	0.2%	7	0.0%	0	0.0%	0
Willenhall	0.2%	7	0.0%	0	0.0%	0
Great Bridge	0.2%	7	0.0%	0	0.0%	0
Brierley Hill High Street	0.2%	7	0.0%	0	0.0%	0
Brownhills	0.2%	6	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	5.4%	4	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.2%	6	0.0%	0	0.0%	0
Selly Oak	0.2%	6	0.0%	0	0.0%	0
Burton upon Trent	0.2%	6	0.0%	0	0.0%	0
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	0.2%	5	1.8%	1	0.0%	0
The Fort Retail Park, Erdington	0.2%	5	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.2%	5	0.0%	0	0.0%	0
Wednesfield	0.2%	5	0.0%	0	0.0%	0
Darlaston	0.2%	5	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	5	0.0%	0	0.0%	0
Kingswinford	0.1%	5	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos	0.1%	4	0.0%	0	0.0%	0
Great Barr	0.1%	4	0.0%	0	0.0%	0
Handsworth	0.1%	4	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	0.1%	3	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	3	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	3	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.1%	3	0.0%	0	0.0%	0
Cape Hill	0.1%	3	0.0%	0	0.0%	0
Central London	0.1%	3	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	3	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	0.1%	2	0.0%	0	1.5%	1
Shrewsbury	0.0%	1	0.0%	0	1.5%	1
Wombourne	0.0%	1	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Tipton	0.0%	1	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0
Stratford Upon Avon	0.0%	1	0.0%	0	0.0%	0
Sedgley	0.0%	1	0.0%	0	0.0%	0
Makro, Halesowen	0.0%	1	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Cape Hill Retail Park, Smethwick (Blockbuster)	0.0%	1	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	11.5%	379	8.9%	7	16.7%	9
Weighted base:		3301		73		57
Sample:		3287		56		66

Q17 Do you take part in any of the following leisure or cultural activities ?

	Total		Zone 53		Zone 54	
Cinema	46.1%	2073	52.4%	58	37.4%	27
Pubs / clubs	46.9%	2111	56.0%	61	48.2%	34
Restaurants/Eating Out	73.3%	3299	79.8%	88	79.5%	57
(None of these)	15.9%	714	9.5%	10	15.7%	11
Weighted base:		4501		110		71
Sample:		4501		84		83

Q18 Where do you go most often to visit the cinema ?
Those who visit the cinema at Q17

	Total		Zone 53		Zone 54	
Showcase Cinema, Castlegate Way, Birmingham New Road, Dudley, DY1 4TA	16.4%	339	2.3%	1	0.0%	0
Cineworld, Bentley Bridge Leisure Park, Wednesdfield, WV11 1TZ	14.0%	290	59.1%	34	48.4%	13
Empire, Great park, Rubery, Birmingham, B45 9NY	12.3%	255	0.0%	0	0.0%	0
Showcase Cinema, Bentley Mill Way, Walsall, WS2 0LE	11.6%	241	0.0%	0	6.5%	2
Odeon, Merry Hill Shopping Centre, Dudley, DY5 1SY	9.7%	201	0.0%	0	0.0%	0
Cineworld, Broad Street, Birmingham, B15 1DA	4.7%	97	0.0%	0	0.0%	0
AMC Theatres, Ladywood Road, Broadway Plaza, Birmingham, B16 8EU	4.2%	88	0.0%	0	0.0%	0
Other	3.6%	75	0.0%	0	6.5%	2
Vue, Star City, Watson Road, Birmingham, B7 5SA	3.3%	68	0.0%	0	0.0%	0
Showcase Cinema, Kingsbury Road, Birmingham, B24 9QE	3.3%	68	0.0%	0	0.0%	0
Odeon, Bolbridge Street, Tamworth, B79 7PB	2.7%	56	0.0%	0	0.0%	0
Reel Cinema, Hagley Road West, Halesowen, B62 9AS	2.2%	45	0.0%	0	0.0%	0
Light House Cinema, The Chubb Buildings, Fryer Street, Wolverhampton, WV1 1HT	1.5%	31	13.6%	8	16.1%	4
Odeon, New Street, Birmingham, B2 4ST	1.1%	24	0.0%	0	0.0%	0
Warehouse, Green Street, Kidderminster	1.1%	22	0.0%	0	0.0%	0
Reel / Majestic Cinema, Whitburn Street, Bridgnorth, Shropshire, WV16 4QP	0.8%	17	11.4%	7	3.2%	1
Odeon, Foregate, Telford	0.4%	8	0.0%	0	3.2%	1

	Total		Zone 53		Zone 54	
Cineworld, Mill Lane Arcade, Touchwood, Solihull, B91 3GS	0.3%	7	0.0%	0	0.0%	0
Rubery	0.2%	5	0.0%	0	0.0%	0
Electric Cinema, Birmingham	0.2%	5	0.0%	0	0.0%	0
The Picture House, Walsall Road, Cannock, WS11 0HE	0.2%	4	0.0%	0	3.2%	1
Imax Theatre, Curzon Street, Birmingham, B4 7XG	0.2%	4	0.0%	0	0.0%	0
Cineworld, Telford	0.1%	2	0.0%	0	3.2%	1
Quinton	0.0%	1	0.0%	0	0.0%	0
(Don’t know / varies)	5.8%	121	13.6%	8	9.7%	3
Weighted base:		2073		58		27
Sample:		2016		44		31

Q19 What town centre do you visit most often for pubs / clubs ?

Those who visit pubs / clubs at Q17

	Total		Zone 53		Zone 54	
Birmingham	16.5%	349	0.0%	0	0.0%	0
Wolverhampton	8.6%	181	38.3%	24	37.5%	13
Other	5.6%	119	8.5%	5	12.5%	4
Walsall	5.3%	112	0.0%	0	0.0%	0
Cannock	3.8%	81	0.0%	0	2.5%	1
Sutton Coldfield	3.1%	65	0.0%	0	0.0%	0
Lichfield	3.1%	65	0.0%	0	0.0%	0
Bromsgrove	2.7%	58	0.0%	0	0.0%	0
Stourbridge	2.7%	58	0.0%	0	0.0%	0
Dudley	2.4%	50	0.0%	0	0.0%	0
West Bromwich	2.0%	43	0.0%	0	0.0%	0
Kidderminster	1.9%	40	0.0%	0	0.0%	0
Halesowen	1.9%	40	0.0%	0	0.0%	0
Great Barr	1.8%	39	0.0%	0	0.0%	0
Harborne	1.6%	35	0.0%	0	0.0%	0
Wednesfield	1.2%	26	0.0%	0	0.0%	0
Worcester	1.1%	23	0.0%	0	0.0%	0
Kingswinford	1.0%	21	0.0%	0	0.0%	0
Bilston	1.0%	21	0.0%	0	0.0%	0
Brierley Hill High Street	1.0%	20	0.0%	0	0.0%	0
Wednesbury	0.9%	19	0.0%	0	0.0%	0
Willenhall	0.9%	19	0.0%	0	0.0%	0
Smethwick	0.9%	19	0.0%	0	0.0%	0
Sedgley	0.8%	18	0.0%	0	0.0%	0
Oldbury	0.8%	18	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.7%	15	0.0%	0	0.0%	0
Burntwood	0.7%	15	0.0%	0	0.0%	0
Bridgnorth	0.6%	13	6.4%	4	0.0%	0
Blackheath	0.6%	13	0.0%	0	0.0%	0
Aldridge	0.6%	12	0.0%	0	0.0%	0
Selly Oak	0.6%	12	0.0%	0	0.0%	0
Bearwood	0.5%	11	0.0%	0	0.0%	0
Wombourne	0.5%	11	0.0%	0	0.0%	0
Streetly	0.5%	10	0.0%	0	0.0%	0
Cradley Heath	0.4%	9	0.0%	0	0.0%	0
Redditch	0.4%	9	0.0%	0	0.0%	0
Tipton	0.4%	9	0.0%	0	0.0%	0
Bloxwich	0.4%	8	0.0%	0	0.0%	0
Darlaston	0.4%	8	0.0%	0	0.0%	0
Solihull	0.3%	7	0.0%	0	0.0%	0
Codsall	0.3%	7	0.0%	0	20.0%	7
Brownhills	0.3%	7	0.0%	0	0.0%	0
Tettenhill Village	0.3%	7	6.4%	4	0.0%	0

	Total		Zone 53		Zone 54	
Pelsall	0.3%	7	0.0%	0	0.0%	0
Wordsley	0.3%	6	0.0%	0	0.0%	0
Kinver	0.3%	6	0.0%	0	0.0%	0
Bewdley	0.3%	6	0.0%	0	0.0%	0
Barnt Green	0.3%	5	0.0%	0	0.0%	0
Kingsnorton	0.2%	5	0.0%	0	0.0%	0
Penkridge	0.2%	5	0.0%	0	0.0%	0
Amblecote	0.2%	5	0.0%	0	0.0%	0
Shifnal	0.2%	5	0.0%	0	0.0%	0
Quinton	0.2%	5	0.0%	0	0.0%	0
Moseley	0.2%	4	0.0%	0	0.0%	0
Penn	0.2%	4	0.0%	0	0.0%	0
Compton Village	0.2%	4	4.3%	3	0.0%	0
Stafford	0.2%	4	0.0%	0	0.0%	0
Perton	0.2%	4	6.4%	4	0.0%	0
Northfield	0.2%	4	0.0%	0	0.0%	0
Telford	0.2%	4	2.1%	1	0.0%	0
Shrewsbury	0.2%	3	0.0%	0	2.5%	1
Clent	0.2%	3	0.0%	0	0.0%	0
Romsley	0.1%	3	0.0%	0	0.0%	0
Gornal	0.1%	3	0.0%	0	0.0%	0
Shenstone	0.1%	3	0.0%	0	0.0%	0
Lye	0.1%	3	0.0%	0	0.0%	0
Wollaston	0.1%	3	0.0%	0	0.0%	0
Tamworth	0.1%	2	0.0%	0	0.0%	0
Alvechurch	0.1%	2	0.0%	0	0.0%	0
Chase Town	0.1%	2	0.0%	0	0.0%	0
Hagley	0.1%	2	0.0%	0	0.0%	0
Great Wyrley	0.1%	2	0.0%	0	0.0%	0
Hanley	0.1%	2	0.0%	0	0.0%	0
Nuneaton	0.1%	1	0.0%	0	0.0%	0
Stratford Upon Avon	0.0%	1	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	2.5%	1
Newport	0.0%	1	0.0%	0	0.0%	0
Rugby	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	13.0%	274	27.7%	17	22.5%	8
Weighted base:		2111		61		34
Sample:		2093		47		40

Q20 What town centre do you visit most often for restaurants/eating out?
Those who visit restaurants / eat out at Q17

	Total		Zone 53		Zone 54	
Birmingham	16.4%	542	3.0%	3	6.1%	3
Wolverhampton	7.8%	258	37.3%	33	30.3%	17
Other	4.2%	139	3.0%	3	6.1%	3
Walsall	4.0%	131	0.0%	0	0.0%	0
Cannock	3.8%	126	0.0%	0	0.0%	0
Lichfield	3.4%	111	0.0%	0	0.0%	0
Dudley	3.2%	106	0.0%	0	0.0%	0
Sutton Coldfield	2.8%	93	0.0%	0	0.0%	0
Bromsgrove	2.4%	81	0.0%	0	0.0%	0
Kidderminster	2.3%	77	0.0%	0	0.0%	0
Stourbridge	2.1%	70	0.0%	0	0.0%	0
Halesowen	1.6%	52	0.0%	0	0.0%	0
Great Barr	1.3%	44	0.0%	0	0.0%	0
Worcester	1.1%	37	0.0%	0	0.0%	0
Harborne	1.1%	36	0.0%	0	0.0%	0
Bridgnorth	1.1%	35	13.4%	12	1.5%	1
Merry Hill (Shopping Centre)	1.1%	35	0.0%	0	0.0%	0
Kingswinford	1.0%	34	0.0%	0	0.0%	0
Brownhills	1.0%	32	0.0%	0	0.0%	0
Aldridge	1.0%	32	0.0%	0	0.0%	0
West Bromwich	1.0%	32	0.0%	0	0.0%	0
Wednesbury	0.9%	28	0.0%	0	0.0%	0
Willenhall	0.8%	25	0.0%	0	0.0%	0
Oldbury	0.8%	25	0.0%	0	0.0%	0
Bearwood	0.7%	22	0.0%	0	0.0%	0
Wednesfield	0.7%	22	1.5%	1	0.0%	0
Bilston	0.5%	17	0.0%	0	0.0%	0
Brierley Hill High Street	0.5%	16	0.0%	0	0.0%	0
Solihull	0.5%	16	0.0%	0	0.0%	0
Sedgley	0.5%	16	0.0%	0	0.0%	0
Quinton	0.5%	16	0.0%	0	0.0%	0
Lye	0.4%	14	0.0%	0	0.0%	0
Stafford	0.4%	13	0.0%	0	1.5%	1
Burntwood	0.4%	13	0.0%	0	0.0%	0
Cradley Heath	0.3%	10	0.0%	0	0.0%	0
Wombourne	0.3%	10	0.0%	0	0.0%	0
Rubery	0.3%	9	0.0%	0	0.0%	0
Redditch	0.3%	9	0.0%	0	0.0%	0
Penkridge	0.3%	8	0.0%	0	0.0%	0
Selly Oak	0.2%	8	0.0%	0	0.0%	0
Shrewsbury	0.2%	8	0.0%	0	3.0%	2
Blackheath	0.2%	8	0.0%	0	0.0%	0
Pelsall	0.2%	8	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
Tettenhill Village	0.2%	7	6.0%	5	0.0%	0
Bewdley	0.2%	7	0.0%	0	0.0%	0
Kingsnorton	0.2%	6	0.0%	0	0.0%	0
Kinver	0.2%	6	0.0%	0	0.0%	0
Hagley	0.2%	6	0.0%	0	0.0%	0
Telford	0.1%	5	0.0%	0	0.0%	0
Northfield	0.1%	4	0.0%	0	0.0%	0
Shifnal	0.1%	4	0.0%	0	0.0%	0
Hereford	0.1%	4	0.0%	0	0.0%	0
Perton	0.1%	4	4.5%	4	0.0%	0
Hanley	0.1%	4	0.0%	0	0.0%	0
Penn	0.1%	4	0.0%	0	0.0%	0
Clent	0.1%	4	0.0%	0	0.0%	0
Stratford Upon Avon	0.1%	4	0.0%	0	0.0%	0
Moseley	0.1%	3	0.0%	0	0.0%	0
Compton Village	0.1%	3	3.0%	3	0.0%	0
Alvechurch	0.1%	3	0.0%	0	0.0%	0
Cape Hill	0.1%	3	0.0%	0	0.0%	0
Tamworth	0.1%	3	0.0%	0	0.0%	0
Great Wyrley	0.1%	3	0.0%	0	0.0%	0
Chase Town	0.1%	3	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	1.5%	1
Romsley	0.1%	2	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0
Smethwick	0.1%	2	0.0%	0	0.0%	0
Burton upon Trent	0.1%	2	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.1%	2	0.0%	0	0.0%	0
Shenstone	0.1%	2	0.0%	0	0.0%	0
Gornal	0.1%	2	0.0%	0	0.0%	0
Codsall	0.1%	2	0.0%	0	3.0%	2
Ashmore Park	0.0%	2	0.0%	0	0.0%	0
Bloxwich	0.0%	1	0.0%	0	0.0%	0
Wordsley	0.0%	1	0.0%	0	0.0%	0
Amblecote	0.0%	1	0.0%	0	0.0%	0
Wollaston	0.0%	1	0.0%	0	0.0%	0
Newport	0.0%	1	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	1.5%	1
Coventry	0.0%	1	0.0%	0	0.0%	0
Newcastle Under Lyme	0.0%	1	0.0%	0	0.0%	0
Rugby	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies / no pattern)	22.9%	756	28.4%	25	45.5%	26
Weighted base:		3299		88		57
Sample:		3269		67		66

Q21 Are there any leisure facilities that you think are lacking within a reasonable distance of your home?

	Total		Zone 53		Zone 54	
No	69.3%	3121	61.9%	68	81.9%	59
Yes, swimming pool	9.9%	444	21.4%	24	6.0%	4
Yes, leisure/ fitness centre	6.9%	312	17.9%	20	3.6%	3
Yes, cinema	6.1%	273	4.8%	5	1.2%	1
Yes, bowling	4.2%	191	3.6%	4	0.0%	0
Yes, Ice skating rink	2.6%	116	0.0%	0	1.2%	1
Yes, restaurants/ cafes	2.2%	99	3.6%	4	3.6%	3
Yes, Youth clubs / facilities	1.9%	87	2.4%	3	1.2%	1
Yes, pubs/ clubs/ bars	1.5%	66	0.0%	0	2.4%	2
Yes, shops	1.0%	47	0.0%	0	0.0%	0
Yes, Play areas	0.6%	29	0.0%	0	0.0%	0
Yes, Theatre	0.6%	27	0.0%	0	0.0%	0
Yes, Parks	0.5%	22	0.0%	0	0.0%	0
Yes, other	0.5%	20	0.0%	0	0.0%	0
Yes, Facilities for the elderly	0.4%	17	0.0%	0	0.0%	0
Yes, bingo	0.3%	14	0.0%	0	0.0%	0
Yes, Tennis facilities	0.2%	9	0.0%	0	1.2%	1
Yes, Skate park	0.2%	9	0.0%	0	0.0%	0
Yes, Live music events	0.2%	8	0.0%	0	1.2%	1
Yes, Roller skating	0.2%	8	0.0%	0	0.0%	0
Yes, Indoor bowls	0.2%	7	0.0%	0	0.0%	0
Yes, Ski slope / snowdome	0.1%	6	2.4%	3	0.0%	0
Yes, Stadium	0.1%	6	0.0%	0	0.0%	0
Yes, Better gym facilities	0.1%	6	1.2%	1	0.0%	0
Yes, Library	0.1%	6	0.0%	0	0.0%	0
Yes, Football pitch	0.1%	5	0.0%	0	0.0%	0
Yes, Golf course	0.1%	5	0.0%	0	0.0%	0
Yes, Spa facilities	0.1%	5	1.2%	1	0.0%	0
Yes, Dance facilities	0.1%	5	0.0%	0	0.0%	0
Yes, Cycle paths	0.1%	4	0.0%	0	1.2%	1
Yes, Community centres	0.1%	3	0.0%	0	0.0%	0
Yes, Snooker hall	0.1%	3	0.0%	0	0.0%	0
Yes, Entertainment facilities	0.0%	2	0.0%	0	0.0%	0
(Don’t know)	2.7%	123	1.2%	1	2.4%	2
Weighted base:		4501		110		71
Sample:		4501		84		83

GEN Gender of respondent.

	Total		Zone 53		Zone 54	
Male	28.5%	1282	31.0%	34	32.5%	23
Female	71.5%	3219	69.0%	76	67.5%	48
Weighted base:		4501		110		71
Sample:		4501		84		83

	Total		Zone 53		Zone 54	

AGE Could I ask how old you are ?

	Total		Zone 53		Zone 54	
18 to 24	2.1%	94	3.6%	4	1.2%	1
25 to 34	7.3%	328	8.3%	9	7.2%	5
35 to 44	17.2%	775	13.1%	14	19.3%	14
45 to 54	24.8%	1118	20.2%	22	22.9%	16
55 to 64	14.9%	670	26.2%	29	15.7%	11
65 +	33.1%	1488	27.4%	30	33.7%	24
(Refused)	0.6%	27	1.2%	1	0.0%	0
Weighted base:		4501		110		71
Sample:		4501		84		83

SEG Socio-economic grouping:

	Total		Zone 53		Zone 54	
A	2.1%	92	2.4%	3	1.2%	1
B	14.3%	643	19.0%	21	22.9%	16
C1	23.2%	1042	25.0%	27	18.1%	13
C2	20.5%	924	19.0%	21	19.3%	14
D	12.5%	561	8.3%	9	8.4%	6
E	21.5%	967	16.7%	18	24.1%	17
(Refused)	6.0%	271	9.5%	10	6.0%	4
Weighted base:		4501		110		71
Sample:		4501		84		83

EMP Which of the following best describes the chief wage earner of your household's current employment situation ?

	Total		Zone 53		Zone 54	
Working full time	46.8%	2107	41.7%	46	53.0%	38
Working part time	7.2%	323	10.7%	12	4.8%	3
Unemployed	4.8%	216	3.6%	4	3.6%	3
Retired	39.1%	1762	40.5%	44	36.1%	26
A housewife	0.7%	33	2.4%	3	0.0%	0
A student	0.2%	10	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Incapacity benefits	0.2%	9	0.0%	0	1.2%	1
(Refused)	0.9%	41	1.2%	1	1.2%	1
Weighted base:		4501		110		71
Sample:		4501		84		83

CAR How many cars does your household own or have the use of ?

	Total		Zone 53		Zone 54	
None	18.7%	842	10.7%	12	16.9%	12
One	44.1%	1986	44.0%	48	47.0%	34
Two	28.0%	1259	35.7%	39	25.3%	18
Three or more	8.2%	367	8.3%	9	10.8%	8
(Refused)	1.0%	46	1.2%	1	0.0%	0
Weighted base:		4501		110		71
Sample:		4501		84		83

INC Approximately what is your total household income ?

	Total		Zone 53		Zone 54	
£0 - £14,999	18.6%	839	17.9%	20	16.9%	12
£15,000 - £19,999	5.5%	249	8.3%	9	6.0%	4
£20,000 - £29,999	7.2%	323	6.0%	7	6.0%	4
£30,000 - £39,999	6.3%	283	8.3%	9	4.8%	3
£40,000 - £49,999	5.4%	244	4.8%	5	4.8%	3
£50,000 - £59,999	3.4%	154	3.6%	4	4.8%	3
£60,000 - £69,999	1.4%	64	1.2%	1	2.4%	2
£70,000 - £79,999	1.4%	64	4.8%	5	0.0%	0
£80,000 - £89,999	0.8%	34	0.0%	0	1.2%	1
£90,000 - £99,999	0.4%	17	1.2%	1	0.0%	0
£100,000 - £149,999	1.1%	47	1.2%	1	1.2%	1
£150,000+	0.2%	8	0.0%	0	0.0%	0
(Don't know / refused)	48.3%	2174	42.9%	47	51.8%	37
Weighted base:		4501		110		71
Sample:		4501		84		83

ETH The following question will be used in a statistical format only, and will help us to assess diverse needs and the level of access to services. What is your ethnic background ?

	Total		Zone 53		Zone 54	
White (British / Irish / Other)	93.3%	4198	96.4%	106	95.2%	68
Black / Black British (Caribbean / African / other black)	1.6%	74	1.2%	1	3.6%	3
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	2.6%	119	1.2%	1	0.0%	0
Mixed (any mixed category)	0.5%	24	0.0%	0	0.0%	0
Chinese	0.1%	3	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.8%	82	1.2%	1	1.2%	1
Weighted base:		4501		110		71
Sample:		4501		84		83

PC_OTH Postcode

	Total		Zone 53		Zone 54	
B16 0	0.3%	13	0.0%	0	0.0%	0
B16 8	0.2%	8	0.0%	0	0.0%	0
B16 9	0.3%	13	0.0%	0	0.0%	0
B17 0	0.7%	32	0.0%	0	0.0%	0
B17 8	0.3%	13	0.0%	0	0.0%	0
B17 9	0.9%	42	0.0%	0	0.0%	0
B18 4	0.3%	12	0.0%	0	0.0%	0
B18 5	0.0%	2	0.0%	0	0.0%	0
B18 7	0.1%	3	0.0%	0	0.0%	0
B20 1	0.4%	18	0.0%	0	0.0%	0
B20 2	0.5%	21	0.0%	0	0.0%	0
B20 3	0.4%	18	0.0%	0	0.0%	0
B21 0	0.3%	12	0.0%	0	0.0%	0
B21 8	0.1%	6	0.0%	0	0.0%	0
B21 9	0.5%	21	0.0%	0	0.0%	0
B29 4	0.6%	27	0.0%	0	0.0%	0
B29 5	0.4%	19	0.0%	0	0.0%	0
B29 6	0.5%	24	0.0%	0	0.0%	0
B29 7	0.6%	25	0.0%	0	0.0%	0
B30 1	0.9%	41	0.0%	0	0.0%	0
B30 2	0.5%	24	0.0%	0	0.0%	0
B30 3	0.1%	3	0.0%	0	0.0%	0
B31 1	0.6%	28	0.0%	0	0.0%	0
B31 2	0.4%	16	0.0%	0	0.0%	0
B31 3	0.7%	30	0.0%	0	0.0%	0
B31 4	0.4%	20	0.0%	0	0.0%	0
B31 5	0.7%	30	0.0%	0	0.0%	0
B32 1	0.6%	28	0.0%	0	0.0%	0
B32 2	0.6%	29	0.0%	0	0.0%	0
B32 3	0.5%	23	0.0%	0	0.0%	0
B32 4	0.2%	8	0.0%	0	0.0%	0
B38 0	0.1%	5	0.0%	0	0.0%	0
B38 8	0.6%	27	0.0%	0	0.0%	0
B38 9	0.3%	12	0.0%	0	0.0%	0
B42 1	0.9%	39	0.0%	0	0.0%	0
B42 2	0.9%	42	0.0%	0	0.0%	0
B43 5	0.3%	14	0.0%	0	0.0%	0
B43 6	0.4%	16	0.0%	0	0.0%	0
B43 7	0.7%	33	0.0%	0	0.0%	0
B44 0	0.6%	27	0.0%	0	0.0%	0
B44 8	1.1%	48	0.0%	0	0.0%	0
B44 9	0.8%	36	0.0%	0	0.0%	0
B45 0	0.2%	10	0.0%	0	0.0%	0
B45 8	0.6%	26	0.0%	0	0.0%	0
B45 9	0.7%	30	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
B47 5	0.3%	13	0.0%	0	0.0%	0
B47 6	0.2%	9	0.0%	0	0.0%	0
B48 7	0.4%	18	0.0%	0	0.0%	0
B60 1	0.4%	17	0.0%	0	0.0%	0
B60 2	0.4%	20	0.0%	0	0.0%	0
B60 3	0.3%	14	0.0%	0	0.0%	0
B60 4	0.2%	7	0.0%	0	0.0%	0
B61 0	0.6%	27	0.0%	0	0.0%	0
B61 7	0.2%	8	0.0%	0	0.0%	0
B61 8	0.5%	21	0.0%	0	0.0%	0
B61 9	0.1%	6	0.0%	0	0.0%	0
B62 0	0.2%	10	0.0%	0	0.0%	0
B62 8	0.4%	19	0.0%	0	0.0%	0
B62 9	0.6%	27	0.0%	0	0.0%	0
B63 1	0.2%	10	0.0%	0	0.0%	0
B63 2	0.5%	20	0.0%	0	0.0%	0
B63 3	0.6%	25	0.0%	0	0.0%	0
B63 4	0.6%	26	0.0%	0	0.0%	0
B64 5	0.2%	9	0.0%	0	0.0%	0
B64 6	0.2%	10	0.0%	0	0.0%	0
B64 7	0.4%	17	0.0%	0	0.0%	0
B65 0	0.3%	14	0.0%	0	0.0%	0
B65 8	0.3%	14	0.0%	0	0.0%	0
B65 9	0.6%	26	0.0%	0	0.0%	0
B66 1	0.2%	8	0.0%	0	0.0%	0
B66 2	0.1%	5	0.0%	0	0.0%	0
B66 3	0.3%	13	0.0%	0	0.0%	0
B66 4	0.4%	18	0.0%	0	0.0%	0
B67 5	0.6%	27	0.0%	0	0.0%	0
B67 6	0.5%	21	0.0%	0	0.0%	0
B67 7	0.4%	16	0.0%	0	0.0%	0
B68 0	0.5%	21	0.0%	0	0.0%	0
B68 8	0.4%	18	0.0%	0	0.0%	0
B68 9	0.7%	32	0.0%	0	0.0%	0
B69 1	0.8%	34	0.0%	0	0.0%	0
B69 2	0.3%	12	0.0%	0	0.0%	0
B69 3	0.2%	7	0.0%	0	0.0%	0
B69 4	0.2%	10	0.0%	0	0.0%	0
B70 0	0.4%	18	0.0%	0	0.0%	0
B70 6	0.2%	9	0.0%	0	0.0%	0
B70 7	0.2%	8	0.0%	0	0.0%	0
B70 8	0.3%	14	0.0%	0	0.0%	0
B70 9	0.3%	14	0.0%	0	0.0%	0
B71 1	0.3%	14	0.0%	0	0.0%	0
B71 2	0.5%	21	0.0%	0	0.0%	0
B71 3	0.4%	19	0.0%	0	0.0%	0
B71 4	0.2%	11	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
B73 5	0.9%	42	0.0%	0	0.0%	0
B73 6	0.5%	21	0.0%	0	0.0%	0
B74 2	0.5%	24	0.0%	0	0.0%	0
B74 3	0.5%	22	0.0%	0	0.0%	0
B74 4	0.4%	16	0.0%	0	0.0%	0
DY1 2	0.8%	37	0.0%	0	0.0%	0
DY1 3	0.4%	18	0.0%	0	0.0%	0
DY1 4	0.4%	17	0.0%	0	0.0%	0
DY10 2	0.5%	22	0.0%	0	0.0%	0
DY10 3	0.7%	33	0.0%	0	0.0%	0
DY10 4	0.5%	24	0.0%	0	0.0%	0
DY11 5	0.7%	31	0.0%	0	0.0%	0
DY11 6	0.7%	30	0.0%	0	0.0%	0
DY11 7	0.4%	17	0.0%	0	0.0%	0
DY2 0	0.6%	27	0.0%	0	0.0%	0
DY2 7	0.3%	12	0.0%	0	0.0%	0
DY2 8	0.4%	17	0.0%	0	0.0%	0
DY2 9	0.4%	20	0.0%	0	0.0%	0
DY3 1	0.6%	29	0.0%	0	0.0%	0
DY3 2	0.5%	21	0.0%	0	0.0%	0
DY3 3	0.6%	27	0.0%	0	0.0%	0
DY3 4	0.1%	5	0.0%	0	0.0%	0
DY4 0	0.7%	30	0.0%	0	0.0%	0
DY4 7	0.4%	17	0.0%	0	0.0%	0
DY4 8	0.5%	25	0.0%	0	0.0%	0
DY4 9	0.5%	20	0.0%	0	0.0%	0
DY5 1	0.4%	20	0.0%	0	0.0%	0
DY5 2	0.9%	40	0.0%	0	0.0%	0
DY5 3	0.5%	21	0.0%	0	0.0%	0
DY5 4	0.3%	14	0.0%	0	0.0%	0
DY6 0	0.1%	7	0.0%	0	0.0%	0
DY6 7	0.3%	11	0.0%	0	0.0%	0
DY6 8	0.7%	29	0.0%	0	0.0%	0
DY6 9	0.4%	19	0.0%	0	0.0%	0
DY7 5	0.1%	2	0.0%	0	0.0%	0
DY7 6	0.4%	16	0.0%	0	0.0%	0
DY8 1	0.2%	9	0.0%	0	0.0%	0
DY8 2	0.2%	8	0.0%	0	0.0%	0
DY8 3	0.7%	31	0.0%	0	0.0%	0
DY8 4	0.8%	36	0.0%	0	0.0%	0
DY8 5	0.7%	32	0.0%	0	0.0%	0
DY9 0	0.7%	33	0.0%	0	0.0%	0
DY9 7	0.3%	15	0.0%	0	0.0%	0
DY9 8	0.2%	10	0.0%	0	0.0%	0
DY9 9	0.3%	11	0.0%	0	0.0%	0
ST19 5	0.5%	23	0.0%	0	0.0%	0
ST19 9	0.3%	12	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
TF11 8	0.3%	13	0.0%	0	0.0%	0
TF11 9	0.2%	8	0.0%	0	0.0%	0
WS1 1	0.0%	1	0.0%	0	0.0%	0
WS1 2	0.4%	20	0.0%	0	0.0%	0
WS1 3	0.5%	21	0.0%	0	0.0%	0
WS1 4	0.3%	14	0.0%	0	0.0%	0
WS10 0	0.7%	32	0.0%	0	0.0%	0
WS10 7	0.2%	11	0.0%	0	0.0%	0
WS10 8	0.5%	23	0.0%	0	0.0%	0
WS10 9	0.7%	34	0.0%	0	0.0%	0
WS11 0	0.2%	8	0.0%	0	0.0%	0
WS11 1	0.7%	33	0.0%	0	0.0%	0
WS11 4	0.3%	14	0.0%	0	0.0%	0
WS11 5	0.4%	16	0.0%	0	0.0%	0
WS11 6	0.2%	8	0.0%	0	0.0%	0
WS11 7	0.3%	12	0.0%	0	0.0%	0
WS11 8	0.1%	4	0.0%	0	0.0%	0
WS11 9	0.4%	18	0.0%	0	0.0%	0
WS12 0	0.1%	6	0.0%	0	0.0%	0
WS12 1	0.0%	2	0.0%	0	0.0%	0
WS12 2	0.3%	14	0.0%	0	0.0%	0
WS12 3	0.1%	6	0.0%	0	0.0%	0
WS12 4	0.7%	31	0.0%	0	0.0%	0
WS13 6	0.2%	8	0.0%	0	0.0%	0
WS13 7	0.6%	27	0.0%	0	0.0%	0
WS13 8	0.4%	19	0.0%	0	0.0%	0
WS14 0	0.2%	10	0.0%	0	0.0%	0
WS14 9	0.7%	31	0.0%	0	0.0%	0
WS2 0	0.5%	22	0.0%	0	0.0%	0
WS2 7	0.4%	20	0.0%	0	0.0%	0
WS2 8	0.3%	13	0.0%	0	0.0%	0
WS2 9	0.6%	27	0.0%	0	0.0%	0
WS3 1	0.5%	22	0.0%	0	0.0%	0
WS3 2	0.5%	24	0.0%	0	0.0%	0
WS3 3	0.7%	32	0.0%	0	0.0%	0
WS3 4	0.6%	25	0.0%	0	0.0%	0
WS3 5	0.2%	9	0.0%	0	0.0%	0
WS4 1	0.6%	27	0.0%	0	0.0%	0
WS4 2	0.3%	12	0.0%	0	0.0%	0
WS5 3	0.6%	28	0.0%	0	0.0%	0
WS5 4	0.4%	18	0.0%	0	0.0%	0
WS6 6	0.5%	24	0.0%	0	0.0%	0
WS6 7	0.4%	19	0.0%	0	0.0%	0
WS7 0	0.3%	13	0.0%	0	0.0%	0
WS7 1	0.4%	17	0.0%	0	0.0%	0
WS7 2	0.3%	13	0.0%	0	0.0%	0
WS7 3	0.1%	3	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
WS7 4	0.3%	15	0.0%	0	0.0%	0
WS7 9	0.2%	8	0.0%	0	0.0%	0
WS8 6	0.2%	9	0.0%	0	0.0%	0
WS8 7	0.6%	27	0.0%	0	0.0%	0
WS9 0	0.5%	22	0.0%	0	0.0%	0
WS9 8	0.5%	21	0.0%	0	0.0%	0
WS9 9	0.4%	17	0.0%	0	0.0%	0
WV1 1	0.0%	0	0.0%	0	0.0%	0
WV1 2	0.6%	27	0.0%	0	0.0%	0
WV1 3	0.0%	2	0.0%	0	0.0%	0
WV1 4	0.2%	7	0.0%	0	0.0%	0
WV10 0	0.3%	12	0.0%	0	0.0%	0
WV10 6	0.6%	29	0.0%	0	0.0%	0
WV10 7	0.5%	21	0.0%	0	0.0%	0
WV10 8	0.6%	29	0.0%	0	0.0%	0
WV10 9	0.7%	33	0.0%	0	0.0%	0
WV11 1	0.5%	22	0.0%	0	0.0%	0
WV11 2	0.5%	21	0.0%	0	0.0%	0
WV11 3	0.8%	36	0.0%	0	0.0%	0
WV12 4	0.5%	24	0.0%	0	0.0%	0
WV12 5	0.7%	34	0.0%	0	0.0%	0
WV13 1	0.3%	13	0.0%	0	0.0%	0
WV13 2	0.2%	10	0.0%	0	0.0%	0
WV13 3	0.5%	23	0.0%	0	0.0%	0
WV14 0	0.1%	6	0.0%	0	0.0%	0
WV14 6	0.5%	24	0.0%	0	0.0%	0
WV14 7	0.1%	6	0.0%	0	0.0%	0
WV14 8	0.6%	28	0.0%	0	0.0%	0
WV14 9	0.9%	41	0.0%	0	0.0%	0
WV15 5	0.3%	13	11.9%	13	0.0%	0
WV2 1	0.1%	7	0.0%	0	0.0%	0
WV2 2	0.3%	15	0.0%	0	0.0%	0
WV2 3	0.2%	9	0.0%	0	0.0%	0
WV2 4	0.1%	3	0.0%	0	0.0%	0
WV3 0	0.2%	9	0.0%	0	0.0%	0
WV3 7	0.5%	24	0.0%	0	0.0%	0
WV3 8	0.3%	13	0.0%	0	0.0%	0
WV3 9	0.5%	22	0.0%	0	0.0%	0
WV4 4	0.8%	35	0.0%	0	0.0%	0
WV4 5	0.5%	21	0.0%	0	0.0%	0
WV4 6	0.4%	18	0.0%	0	0.0%	0
WV5 0	0.3%	14	0.0%	0	0.0%	0
WV5 7	0.1%	4	0.0%	0	0.0%	0
WV5 8	0.2%	7	0.0%	0	0.0%	0
WV5 9	0.2%	9	0.0%	0	0.0%	0
WV6 0	0.4%	17	15.5%	17	0.0%	0
WV6 7	0.8%	34	31.0%	34	0.0%	0

	Total		Zone 53		Zone 54	
WV6 8	0.7%	30	27.4%	30	0.0%	0
WV6 9	0.3%	16	14.3%	16	0.0%	0
WV7 3	0.2%	9	0.0%	0	12.0%	9
WV8 1	0.7%	30	0.0%	0	42.2%	30
WV8 2	0.3%	13	0.0%	0	18.1%	13
WV9 5	0.4%	20	0.0%	0	27.7%	20
Weighted base:		4501		110		71
Sample:		4501		84		83

QUOTA Zone

	Total		Zone 53		Zone 54	
01	3.1%	140	0.0%	0	0.0%	0
02	6.4%	286	0.0%	0	0.0%	0
03	3.6%	162	0.0%	0	0.0%	0
04	4.2%	190	0.0%	0	0.0%	0
05	1.9%	87	0.0%	0	0.0%	0
06	1.9%	84	0.0%	0	0.0%	0
07	1.4%	64	0.0%	0	0.0%	0
08	2.6%	119	0.0%	0	0.0%	0
09	1.3%	57	0.0%	0	0.0%	0
10	1.8%	81	0.0%	0	0.0%	0
11	0.8%	37	0.0%	0	0.0%	0
12	1.2%	53	0.0%	0	0.0%	0
13	1.0%	44	0.0%	0	0.0%	0
14	3.0%	135	0.0%	0	0.0%	0
15	1.4%	62	0.0%	0	0.0%	0
16	1.4%	63	0.0%	0	0.0%	0
17	1.4%	65	0.0%	0	0.0%	0
18	2.8%	126	0.0%	0	0.0%	0
19	1.6%	72	0.0%	0	0.0%	0
20	3.5%	157	0.0%	0	0.0%	0
21	1.7%	76	0.0%	0	0.0%	0
22	1.8%	81	0.0%	0	0.0%	0
23	2.1%	92	0.0%	0	0.0%	0
24	2.1%	95	0.0%	0	0.0%	0
25	1.5%	66	0.0%	0	0.0%	0
26	0.4%	18	0.0%	0	0.0%	0
27	2.6%	115	0.0%	0	0.0%	0
28	1.5%	69	0.0%	0	0.0%	0
29	0.8%	35	0.0%	0	0.0%	0
30	1.2%	56	0.0%	0	0.0%	0
31	1.8%	81	0.0%	0	0.0%	0
32	2.2%	100	0.0%	0	0.0%	0
33	3.9%	173	0.0%	0	0.0%	0
34	2.1%	94	0.0%	0	0.0%	0
35	2.5%	112	0.0%	0	0.0%	0
36	0.9%	39	0.0%	0	0.0%	0
37	1.0%	45	0.0%	0	0.0%	0
38	1.0%	43	0.0%	0	0.0%	0
39	1.5%	70	0.0%	0	0.0%	0
40	0.8%	36	0.0%	0	0.0%	0
41	1.3%	60	0.0%	0	0.0%	0
42	0.8%	37	0.0%	0	0.0%	0
43	2.8%	124	0.0%	0	0.0%	0
44	1.7%	78	0.0%	0	0.0%	0
45	1.3%	58	0.0%	0	0.0%	0

	Total		Zone 53		Zone 54	
46	1.0%	46	0.0%	0	0.0%	0
47	2.3%	105	0.0%	0	0.0%	0
48	0.5%	21	0.0%	0	0.0%	0
49	0.8%	35	0.0%	0	0.0%	0
50	1.5%	68	0.0%	0	0.0%	0
51	1.6%	74	0.0%	0	0.0%	0
52	0.8%	34	0.0%	0	0.0%	0
53	2.4%	110	100.0%	110	0.0%	0
54	1.6%	71	0.0%	0	100.0%	71
Weighted base:		4501		110		71
Sample:		4501		84		83

Wolverhampton : Town Centre	BILSTON



COMPOSITION:

Retail Category:	Number of Units:-	Floorspace (Sqm):-
▪ Convenience	29 units	15,394 sqm
▪ Comparison	70 units	11,724 sqm
▪ Services	78 units	13,025 sqm
▪ Vacant	22 units	4,106 sqm
	TOTAL = 199 units	TOTAL = 44,250 sqm

Foodstores	There is a Morrisons and a Lidl although both are situated outside the PSA. There is also an Iceland, Heron Foods and Sangha Supermarket on Church Street and three bakeries, two grocers and a Pound Freeze.
Other Retail Provision	The centre has a high level of comparison provision. Multiple retailers present include Boots, Superdrug, Peacocks, Holland & Barrett, Argos and several well-known charity shops. Most of the multiples occupy space within the covered Market Centre. There are also a number of independent retailers offering a diverse range of goods including jewellery, clothes, vehicle accessories, sports equipment, household goods and home furnishings. In addition there is also a large indoor market (to the rear of Market Centre) as well as an outdoor market directly adjacent.
Other Uses	There is good service provision including a number of high street banks and building societies, a post office, estate agents, bookmakers and amusement arcades. There is also a night club, numerous pubs, several fast food outlets and a small number of Indian restaurants.
Description of Unit Sizes	Unit sizes vary but are generally small-medium. Morrisons and Lidl occupy the largest units. Other larger units include those occupied by Iceland, Peacocks, Superdrug and the now vacant Woolworths unit.

ACCESSIBILITY:

Public Transport	Bilston Central Metro Station, situated just off Church Street, is served by the Midland Metro light rail system which runs between Birmingham and Wolverhampton. At peaks time trams run as frequent as every 8 minutes. The centre is also well served by bus and the bus station is also centrally located just off Church Street. 11 routes serve the centre, with destinations including Dudley, Merry Hill, Walsall, West Bromwich and Wolverhampton.
Pedestrian Linkages	The main high street is pedestrianised and there are several pathways and linkages creating good access from surrounding streets.
Car Parking	There are car parks situated at all four corners of the centre, including a 600 space car park at Morrisons and a 300 space car park at Lidl.

ENVIRONMENTAL QUALITY:

Built Environment & Landscaping	There centre has an attractive pedestrianised high street. The Market Centre offers a modern development with well-maintained high quality shop frontages. There is plenty of good quality street furniture including bicycle stands, bins, signs, decorative banners, a variety of seating and several interesting sculptures. There are several vacant units distributed across the centre, some of which are in very poor condition and undermine the otherwise pleasant environment.

DEVELOPMENT OPPORTUNITIES:

There are several vacant units, including the former Woolworths store which should be prioritised and brought back into retail use where possible; and a vacant site on the junction between Church Street, High Street and Dudley Street which could pose potential for future development. We are informed by the Council of proposals for Bilston Urban Village/High Street Link; small scale retail development in the Orchard area which will be subject to a Masterplan; and reconfiguration of Market Way and the markets & Western Gateway. There is also the possibility to extend existing foodstores.

SUMMARY & RECOMMENDATIONS:

Bilston is an attractive centre, with a good quality retail and service offer. Units are generally well-maintained with modern fascias. There is a variety of street furniture including several interesting sculptures contributing to the overall shopping environment. There are several vacant units which are unattractive but aside from these the centre is considered to be performing well and in good health with a number of identified opportunities for future development.

Sources: Experian Category Report (Jan 2006) / GVA site visit (Feb 2009) / Wolverhampton City Council (2009)

Wolverhampton : Village Centre	WEDNESFIELD



COMPOSITION:

Retail Category:	Number of Units:-	Floorspace (Sqm):-
▪ **Convenience**	11 units	1,923 sqm
▪ **Comparison**	20 units	2,406 sqm
▪ **Services**	39 units	5,138 sqm
▪ **Vacant**	4 units	362 sqm
	TOTAL = 74 units	**TOTAL = 9,829 sqm**

Foodstores	The main foodstore within the PSA is Somerfield although there is a large Sainsbury's store in close proximity adjacent to the nearby Bentley Bridge retail park. Other stores within the PSA include a Costcutter, three butchers, two bakeries and a green grocer.
Other Retail Provision	Multiple retailers in the centre include Boots, Shoefayre, Blockbuster and a selection of well-known charity shop operators. The retail offer is enhanced by several independent stores offering a range of goods including jewellery, shoes, clothes, toys, gifts and pet supplies. Market stalls line the high street and supplement the overall retail offer. The market operates on Tuesdays, Fridays and Saturdays with a special bric-a-brac market on Wednesdays.
Other Uses	There is a Post Office and several well known banks and building societies. There are also several estate agents, travel agents, opticians, bookmakers and a Quicksilver Gaming Centre as well as a number of pubs and independent fast food outlets, but no restaurants.
Description of Unit Sizes	Units are generally small with Somerfield and the newly vacated Woolworths store being the largest units.

ACCESSIBILITY:

Public Transport	There are several bus shelters situated along High Street, serving the four bus routes, on which Wolverhampton is the major destination.
Pedestrian Linkages	The centre is semi pedestrianised with restricted traffic along High Street. There are several pedestrian crossings to facilitate movement across the centre.
Car Parking	There is good provision for on-street parking in addition to c.600 spaces distributed across car parks within the centre.

ENVIRONMENTAL QUALITY:

Built Environment & Landscaping	The centre has attractive village qualities with well-maintained brick work pavements and a variety of street furniture including bins, bike racks and attractive street lighting. The permanent market stalls which line the High Street add to the quaintness of the centre and the village appearance. Shop units appear well maintained and there are few vacant units.

DEVELOPMENT OPPORTUNITIES:

There are a number of vacant units, including the former Woolworths store which should be prioritised and brought back into use where possible. There are also opportunities to provide integration between the PSA from High Street to Sainsbury's through the Wednesfield Link Project and to the entrance of the mall units of Bentley Bridge retail park. There is also the possibility to extend existing foodstores.

SUMMARY & RECOMMENDATIONS:

Wednesfield is an attractive village offering a diverse range of retail goods and services. The street market adds to the retail offer and is an attractive and popular feature of the centre. Restricted traffic along High Street supports good pedestrian permeability across the centre. However, whilst Wednesfield is currently performing well, it is reasonably small in scale and has a strong reliance on convenience retail. It is also in close proximity to the Bentley Bridge retail park which has recently secured permission for a new Aldi and bulky goods provision. Consequently, any further growth at the retail park or other edge/out-of-centre locations not identified as development opportunities, could undermine the centre's future vitality and viability and make it more vulnerable.

Sources: Experian Category Report February 2007 and GVA Grimley Site visits February 2009 / Wolverhampton City Council (2009)

Walsall : District Centre	ALDRIDGE



COMPOSITION:

Retail Category:	Number of Units:-	Floorspace (Sqm):-
▪ Convenience	15 units	6,540 sqm
▪ Comparison	33 units	5,203 sqm
▪ Services	56 units	8,789 sqm
▪ Vacant	10 units	1,022 sqm
	TOTAL = 114 units	**TOTAL = 21,554 sqm**

Foodstores	Morrisons is the main foodstore situated adjacent to the shopping centre precinct. Within the precinct there is an Iceland, two butchers, two bakeries and a green grocer.
Other Retail Provision	There are several multiple retailers present including Boots, Ethel Austin, Lloyds Pharmacy, Oxfam, Threshers and WHSmith. There are many independent retailers, including several high quality stores, offering a range of goods such as flowers, carpets & flooring, computer games, domestic appliances, furniture, health food, home entertainment, household goods, jewellery and clothing. There are also two newsagents, two off licences, two charity shops and a Market Hall within the shopping centre.
Other Uses	The centre has a good level of service provision including a post office, estate agents, hair & beauty salons, opticians, a photographer, travel agents and several high street banks and building societies amongst others. There are also five Indian restaurants and selection of takeaways, a wine bar, a large pub, the Aldridge Social Club and a Gala Bingo.
Description of Unit Sizes	Aside from the large Morrisons store, units are generally small to medium sized. Home Bargains and Iceland occupy the two largest units within the shopping centre precinct.

ACCESSIBILITY:

Public Transport	There is good provision of bus stops situated along Anchor Road and the centre is served by 13 bus routes, with destinations including Birmingham and Walsall.
Pedestrian Linkages	The majority of shops are located within the shopping centre precinct, which is accessible from several access points. Linkages to the stores across Anchor Road and the Morrisons could be improved.
Car Parking	Morrisons' car park provides c.300 spaces. The shopping centre car park provides a further c.200 spaces in addition to c.250 spaces around the centre, most of which are free of charge.

ENVIRONMENTAL QUALITY:

Built Environment & Landscaping	The shopping centre comprises a 1960s precinct-style development and despite being somewhat out-dated it has been well maintained. Shop frontages are generally modern in design and of a good quality. There is plenty of seating within the main square of the precinct and provision of trees and raised flowerbeds contribute to a more attractive environment. There are bins and sufficient lighting placed around the centre. There is a selection of vacant units but these do not unduly detract from the overall quality of the environment.

DEVELOPMENT OPPORTUNITIES:

There is a large vacant site situated north of High Street on the roundabout junction with Little Aston Road which is a potential future development opportunity.

SUMMARY & RECOMMENDATIONS:

Aldridge is an interesting centre. The shopping precinct is very out-dated but remains in good condition and comprises a good range of retail shops and services, including some high quality independent retailers as well as several multiples. The restaurant offer is limited to Indian cuisine and there is just one public house offering a limited night time economy offer. There is a good level of parking provision and public transport accessibility. The fully pedestrianised precinct has good provision of street furniture and planting which add to create a generally pleasant shopping environment. Overall the centre appears to be performing well and is considered vital and viable.

Sources: Experian Category Report (Sept, 2007) / GVA site visit (Feb, 2009)

Walsall : District Centre	BLOXWICH

COMPOSITION:

Retail Category:	Number of Units:-	Floorspace (Sqm):-
▪ **Convenience**	16 units	6,578 sqm
▪ **Comparison**	45 units	10,322 sqm
▪ **Services**	71 units	12,430 sqm
▪ **Vacant**	17 units	1,895 sqm
	TOTAL = 149 units	**TOTAL = 31,225 sqm**

Foodstores	The primary foodstore is a large but somewhat dated Asda situated outside the PSA towards the south of High Street. There is a Cool Trader, a fishmonger and a green grocer located at the Market Centre as well as a Greggs, Firkins, two independent bakers and three butchers all within the PSA.
Other Retail Provision	There are some multiple retailers present including a large Wilkinson, Ethel Austin, Lloyds Pharmacy, QS, Savers and several high street charity shop operators. There are numerous independent retailers offering a diverse range of goods including gifts and cards, carpets & flooring, DIY goods, domestic appliances, furniture, household goods, party goods, pet supplies, pharmaceuticals, phones and sports equipment. Bloxwich Market operates under permanent awnings located on the Market Centre square on Tuesdays, Fridays and Saturdays.
Other Uses	There are several high street banks and building societies, estate agents, hairdressers & beauty salons, opticians, a post office, travel agents, bookmakers and two amusement arcades. There are also several cafes, a Subway and various other take-away outlets. There are also two Indian restaurants, several pubs and Bloxwich Social Club, a theatre and library are also present within the centre.
Description of Unit Sizes	Unit size varies widely from very small to reasonably large. Asda occupies by far the largest unit, with Home Bargains and Wilkinson both occupying large units within the PSA.

ACCESSIBILITY:

Public Transport	There are many bus stops and shelters situated along the High Street, with 20 services to destinations including Birmingham, Walsall and Wolverhampton. Bloxwich rail station is situated on the edge of the centre with trains running between Birmingham and Rugeley Trent Valley.
Pedestrian Linkages	The centre is linear, with shops distributed along High Street. There are several pedestrian crossings but the road is very much traffic dominated.
Car Parking	Asda car park has c.350 spaces, with c.170 spaces around the Market Centre. There is also some provision of on-street parking.

ENVIRONMENTAL QUALITY:

Built Environment & Landscaping	High Street comprises many attractive terrace units, although there are some less attractive post-war units, including Queens Parade. The pavements are a mixture of tarmac and brick work and in places are uneven and in need of upgrading. There is some street furniture but an overall lack of seating. Shop fascias include a mixture of old and new and overall the centre has a good level of cleanliness.

DEVELOPMENT OPPORTUNITIES:

Three sites within the PSA, including the Market Centre are identified as potential development opportunities for future retail development in the UDP. Aside from these we have not identified any further specific sites as future development opportunities although we do recognise that there are a number of vacant buildings, including several pubs, which should be prioritised for investment.

SUMMARY & RECOMMENDATIONS:

Bloxwich is a reasonably extensive centre with retail uses distributed along the length of High Street from the Asda in the south up to Wolverhampton Road in the north. The centre offers a diverse range of retail goods and services and appeared busy at the time of our site visit. The quality of the environment varies with a combination of some more attractive architectural buildings and well-maintained shop frontages arranged with units that are of a poorer condition. The Asda is noticeably dated and in need of modernisation. The centre has good public transport accessibility and parking provision. Aside from some investment to raise the quality of the shopping environment in parts, Bloxwich appears to be performing in line with its role as a non-strategic centre.

Sources: Experian Category Report (April 2007) / GVA site visits (Feb 2009)

Walsall : District Centre	BROWNHILLS

COMPOSITION:

Retail Category:	Number of Units*:-	Floorspace (Sqm*):-
▪ **Convenience**	17 units	8,315 sqm
▪ **Comparison**	37 units	7,469 sqm
▪ **Services**	61 units	7,971 sqm
▪ **Vacant**	21 units	3,270 sqm
*not including the recent Wilkinson's development	**TOTAL = 136 units**	**TOTAL = 27,025 sqm**

Foodstores	Tesco is the primary foodstore. There is also an Aldi supermarket and a Farm Foods in addition to two convenience stores, two independent butchers, a combined butcher & grocer, a grocer and a Greggs bakery.
Other Retail Provision	There is some representation from multiple retailers including a new Wilkinson store, Savers, Shoe Zone, and Cancer Research. The majority of retailers are independent with a range of goods on offer such as cards & gifts, computer equipment, electric and gas supplies, furniture, jewellery, household goods, ladies fashion, mobile telephone shops, pet supplies, photographic equipment and sports equipment. There is also an 'inshops' centre (a collection of 30 small units), and a Kwik Freeze store. A popular market operates on Tuesday and Saturdays, although its long term future is in doubt.
Other Uses	There is a good range of service outlets including three high street banks, a Blockbuster, two Carousel amusement arcades in addition to several estate agents, a haberdashery shop, hairdressers & beauty salons, laundrettes, opticians, solariums, solicitors, travel agents and an undertakers, amongst others. There are a few independent cafes, two Indian restaurants and two Indian takeaways, several other takeaways and a pub.
Description of Unit Sizes	There is a variety of unit shapes and sizes, from small to large. Tesco, Focus, Aldi and Wilkinson all occupy large units.

ACCESSIBILITY:

Public Transport	There are several bus stops located along the length of the High Street providing good accessibility by public transport. Five bus routes serve the centre and destinations include Birmingham and Walsall.
Pedestrian Linkages	The centre is linear, running along High Street and there are three pedestrian crossings facilitating safe pedestrian movement. The main entrance to the Tesco is on Silver Street, but there is also a pedestrian walk way through from the High Street.
Car Parking	The Tesco car park provides 435 spaces, Aldi provides 67 spaces and Farm Foods a further 54 spaces. There are 31 spaces in front of Silver Court at the southern end of the High Street and some provision for on-street parking.

ENVIRONMENTAL QUALITY:

Built Environment & Landscaping	Most of the shop frontages are well-maintained but some units would benefit from further investment. Aside from the larger units occupied by multiple retailers, shops largely comprise outdated ground floor terraces. The pavements are quite narrow, uneven and of a low quality. The street lighting is attractive but there is little other street furniture. Traffic along High Street is heavy and congested.

DEVELOPMENT OPPORTUNITIES:

There is a large vacant site adjacent to the Kwik Fit and Pier Street which is a potential future development site.

SUMMARY & RECOMMENDATIONS:

Brownhills has a diverse range of retail goods and services on offer anchored by a Focus, Aldi and a new Wilkinson store in addition to the Tesco foodstore situated just off High Street. The majority of shop fronts are well maintained although some would benefit from further improvement. The High Street is dominated by heavy traffic but overall the centre is considered to be in a reasonable condition. The new Wilkinson development contributes a more modern development and enhances the standard of the retail offer. At the time of our visit the centre appeared busy and is considered to be performing in line with its role as a non-strategic centre.

Sources: Experian Category Report (Sept, 2007) / GVA site visits (Feb, 2009)

Walsall : District Centre	DARLASTON	



COMPOSITION:		
Retail Category:	**Number of Units:-**	**Floorspace (Sqm):-**
▪ **Convenience**	4 units	5,769 sqm
▪ **Comparison**	19 units	2,211 sqm
▪ **Services**	35 units	5,147 sqm
▪ **Vacant**	23 units	2,248 sqm
	TOTAL = 81 units	**TOTAL = 15,375 sqm**

Foodstores	The main foodstore is the large Asda which dominates King Street. There is also a newsagent and a Firkins bakery.
Other Retail Provision	There are few retail shops in the centre. Boots and Ethel Austin are the only multiples present. Independent stores include a shoe shop, clothes shop, card shop, florist, charity shop, photographers and a discount furniture outlet. There is also a 20 stall market every Friday and Saturday along the pedestrianised area of King Street and High Street.
Other Uses	Service provision includes a post office, two banks, several bookmakers, hair and beauty salons, opticians and a Carousel Amusement arcade amongst others. There are a small number cafes, takeaway outlets and an Indian restaurant as well as a pub in the north of Centre.
Description of Unit Sizes	Aside from the Asda store, units in the centre are generally small.
ACCESSIBILITY:	
Public Transport	There are several bus stops adjacent to the Asda car park, which serve four bus routes and include Birmingham, Walsall, West Bromwich and Wolverhampton within their destinations.
Pedestrian Linkages	King Street is closed to vehicles Monday to Saturday between 10am and 4pm creating a more pedestrian-friendly environment for shoppers. There are several pedestrian crossings which provide good linkages across surrounding roads.
Car Parking	The Asda supermarket car park provides c.350 spaces. There is also some provision for on-street parking in nearby surrounding roads.
ENVIRONMENTAL QUALITY:	
Built Environment & Landscaping	King Street is attractively paved, clean and benefits from restricted vehicular access. Shop frontages are well-maintained and the street furniture, although limited to lighting and bicycle racks, is in good condition and attractive. There are a number of vacancies towards the northern end of the street which are less attractive. Away from King Street, shops are less well-kept with many frontages in need of investment.

DEVELOPMENT OPPORTUNITIES:

We have not identified any obvious, available sites as potential development opportunities in Darlaston.

SUMMARY & RECOMMENDATIONS:

The centre is very much dominated by the Asda, which at the time of the site visit was very busy in contrast to limited activity observed in other parts of the centre. A proportion of the Asda is dedicated to non-food products and although the store has led to regeneration of the area, its effect on the long term viability of the centre is questionable. Aside from the Asda there is limited additional retail on offer and the environmental quality lessens away from King Street. There are several vacant units which should be prioritised for investment.

Sources: Experian Category Report (March 2007) / GVA site visits (Feb 2009)

Walsall : District Centre	WILLENHALL	
		
COMPOSITION:		
Retail Category: ▪ **Convenience** ▪ **Comparison** ▪ **Services** ▪ **Vacant**	**Number of Units:-** 46 units 23 units 85 units 27 units **TOTAL = 181 units**	**Floorspace (Sqm):-** 4,478 sqm 6,587 sqm 12,718 sqm 3,279 sqm **TOTAL = 27,063 sqm**
Foodstores	Within the PSA are Costcutter, four butchers, three bakeries, two green grocers, a general store and a convenience store. Outside the PSA there is also a Lidl and a Somerfield foodstore.	
Other Retail Provision	There are a limited number of multiple retailers present which are Superdrug, Boots and three well-known charity shop operators. There are a range of independent stores which offer a diverse selection of goods including sports equipment, clothes, shoes, cards and gifts, household goods and home furnishings. Willenhall Market operates on Wednesdays, Fridays and Saturdays and comprises almost 70 stalls selling various goods supplementing the overall retail offer.	
Other Uses	There is a high level of service provision including a number of high street bank operators, several hair and beauty salons, travel agents, opticians, several bookmakers and two amusement arcades amongst others. There are also various fast food outlets, of which Subway is the only multiple operator. There are a number of pubs situated on the edge of the PSA, but those pubs within it have become vacant.	
Description of Unit Sizes	Highly differing store layouts, although the majority are generally small. Aside from the Somerfield and Lidl, Superdrug occupies the largest unit.	
ACCESSIBILITY:		
Public Transport	There are several bus stops situated on the edge of the PSA, served by nine routes with destinations including Walsall and Wolverhampton.	
Pedestrian Linkages	Market Place is the main shopping street which operates restricted vehicular access during times when the market operates.	
Car Parking	Car parks surrounding the PSA provide c. 350 spaces. The supermarkets also have their own car parks and there is some on street parking, although it appears to be unregulated.	
ENVIRONMENTAL QUALITY:		
Built Environment & Landscaping	The majority of shop frontages, including the Boots and Superdrug, are dated, of poor condition and very much in need of investment. Only the amusement centres and bookmakers have modern, well-maintained frontages. There are benches, bins, bollards, bicycle racks, street lighting, security cameras, signage and various sculptures celebrating Willenhall's history of lock making. However, these are falling into disrepair and could benefit greatly from refurbishment and on-going maintenance. In addition there are several vacant units and so overall the environment is considered to be poor.	
DEVELOPMENT OPPORTUNITIES:		
There are several vacant units, some of which are of sizeable, that would benefit from refurbishment or redevelopment. The centre is heavily out-dated, run-down and in need of regeneration to uplift the current offer.		
SUMMARY & RECOMMENDATIONS:		
Willenhall is considered a centre in decline. There is a reasonable range of shops and services on offer but the overall quality of the centre is poor and in need of improvement. The few multiple retailers present occupy similarly run-down units and the only signs of investment appear to be from the bookmakers and amusement arcades. There are a high number of vacant units which contribute to the run-down appearance. Overall the centre is considered to lack vitality and viability and should be prioritised for regeneration.		

Sources: Experian Category Report (May, 2007) / Walsall Council website / GVA site visit (Feb, 2009)

Sandwell : Town Centre	BEARWOOD	

COMPOSITION:		
Retail Category: ▪ **Convenience** ▪ **Comparison** ▪ **Services** ▪ **Vacant**	**Number of Units:-** 30 units 76 units 130 units 28 units **TOTAL = 265 units**	**Floorspace (Sqm):-** 7,089 sqm 11,585 sqm 18,720 sqm 3,995 sqm **TOTAL = 41,389 sqm**
Foodstores	The main foodstores are a dated Somerfield and a larger and more modern Aldi which anchors the Bearwood Shopping Centre. Other multiples include Iceland, Heron Foods and bakers, Firkins, Greggs, & Bakers Oven. There is also an independent delicatessen, two butchers and three grocers.	
Other Retail Provision	There are some multiple retailers present including Boots, Ethel Austin, Shoe Zone, Argos, Clintons and Superdrug. These are supplemented by a number of independently-operated stores, selling a variety of goods including clothes, home furnishings and household goods. There is also a noticeable number of charity shops. An indoor market hall is situated next to the Somerfield supermarket and there is a farmer's market next to the bus station on the third Saturday of every month.	
Other Uses	Service providers are concentrated in the north and south-east sections of the retail core. There are a number of estate agents, restaurants and takeaways, most of which are independently-operated. The main high street banks including Halifax, Lloyds TSB, Barclays, Nat West and HSBC are all present.	
Description of Unit Sizes	Units and generally small occupying the ground floor of 2-storey terraced buildings. The Bearwood Shopping Centre is a more modern development comprising some larger units.	
ACCESSIBILITY:		
Public Transport	There are modern bus shelters situated along Bearwood Road providing good facilities for visitors travelling by bus. 15 bus routes serve the centre, with destinations including Birmingham, Dudley, West Bromwich and Wolverhampton.	
Pedestrian Linkages	The Centre is a traditional linear high street layout, with shops distributed along Bearwood Road. Seven separate pedestrian crossings facilitate movement between either sides of the road.	
Car Parking	There is a 120 space car park at the rear of the Bearwood Shopping Centre and some provision for on-street parking.	
ENVIRONMENTAL QUALITY:		
Built Environment & Landscaping	Pavements are wide but there is limited street furniture and planting. Bearwood Road is heavily congested with traffic which detracts from the overall environment. There appears to be an increasing number of vacant retail units within the central area, which undermine the otherwise generally well-maintained shop frontages.	
DEVELOPMENT OPPORTUNITIES:		
The centre is rather constrained by surrounding residential areas and we did not identify any available sites as potential development opportunities.		
SUMMARY & RECOMMENDATIONS:		
Bearwood is characteristic of a linear centre developed along a busy traffic route. Congested traffic is not a pleasant attribute but the centre is otherwise reasonably well-maintained with some modern shops frontages, a number of key multiple retailers supplemented by a range of independent stores offering a wide range of goods and services. More recent developments are well-integrated and provide larger format units more suitable to modern retailer requirements. Bearwood Road is well served by buses and there is good provision of parking relative to the size of the centre. At the time of our site visit the centre was busy both in terms of traffic and pedestrian activity. Overall we consider Bearwood to be performing well in line with its status as a non-strategic centre.		

Sources: Experian Category Report (April 2007) / GVA site visits (Feb 2009)

Sandwell : Town Centre	BLACKHEATH

COMPOSITION:

Retail Category:	Number of Units:-	Floorspace (Sqm):-
▪ **Convenience**	17 units	12,319 sqm
▪ **Comparison**	47 units	6,122 sqm
▪ **Services**	76 units	10,164 sqm
▪ **Vacant**	18 units	1,951 sqm
	TOTAL = 158 units	**TOTAL = 30,556 sqm**

Foodstores	Sainsbury's is the main foodstore. There is also an Iceland, Michael Supermarket, Nice 'N' Icey frozen food store, Carter's convenience store, Firkins, Greggs, two butchers as well as a Lidl supermarket which is located on an edge-of-centre site.
Other Retail Provision	There is some multiple retailer representation such as Boots, Ethel Austin, Lloyds Pharmacy, Savers and several well-known charity shops. The majority of retailers are independents, offering a range of retail goods including cards & gifts, clothes, garden supplies, household goods, pet supplies, shoes, stationary and wine. A large market hall operates on Monday, Friday and Saturday.
Other Uses	The centre has a high level of service provision including many of the main high street bank/building society operators, a post office, bookmakers, video rental, opticians and several heath and beauty salons amongst others. There are also several cafes and fast food take-aways (including Subway and Pizza Hut Takeaway), three pubs and two restaurants.
Description of Unit Sizes	The majority of units are small, mostly occupying the ground floor level of terraced buildings. Sainsbury's occupies the largest unit, followed by the vacant Kwiksave supermarket.
ACCESSIBILITY:	
Public Transport	There are a number of bus stops distributed across the centre, with 13 routes serving the centre. Destinations include: Birmingham, Dudley, Merry Hill, Walsall and West Bromwich.
Pedestrian Linkages	There is some provision of pedestrian crossings, but none on the High Street. However, as traffic along High Street is restricted to one-way this should facilitate pedestrian movement.
Car Parking	Sainsbury's car park has 300 spaces, there are 100 spaces in Lidl's car park and a further 200 spaces in other car parks in the centre. There is also some provision for on-street parking.
ENVIRONMENTAL QUALITY:	
Built Environment & Landscaping	Units vary in style and most of the shop frontages are considered dated and in need of refurbishment. The pavements are narrow and there is limited street furniture. The centre has many vacant units (including the large Woolworths store) and the overall appearance is run down.

DEVELOPMENT OPPORTUNITIES:

The UDP identifies three sites for proposed retail development which could continue to be considered as potential development opportunities. There is also potential retail opportunity for the former Kwik Save store which occupies a sizeable site in a key, central location.

SUMMARY & RECOMMENDATIONS:

Blackheath offers a reasonable range of retail goods and services, anchored by the large Sainsbury's foodstore to the south. There are several vacant units and many shop fronts look tired and would benefit from refurbishment. Similarly the public realm is lacking investment and could be further enhanced. Traffic moves through the centre but is limited to one-way which eases congestion and facilitates pedestrian movement. There are several sites posing opportunity for future retail development which could further enhance the overall retail offer and perhaps bring about environmental improvements in the wider public realm.

Sources: Experian Category Report (April 2007) / GVA site visits (Feb 2009)

Sandwell : Town Centre	CAPE HILL

COMPOSITION:		
Retail Category:	**Number of Units:-**	**Floorspace (Sqm):-**
▪ **Convenience**	29 units	11,362 sqm
▪ **Comparison**	69 units	14,186 sqm
▪ **Services**	73 units	8,724 sqm
▪ **Vacant**	27 units	2,313 sqm
	TOTAL = 198 Units	**TOTAL = 36,585 sqm**

Foodstores	The large Asda at the Windmills Centre is the main foodstore. There is also an Aldi, a Farmfoods and an independent butcher located at the eastern edge of the Centre. Greggs the baker is also present. There is a strong ethnic foodstore offering with Pak Supermarket, Sada Superstore, Samra Supermarket and three halal butchers. The Windmills Centre includes a covered market which has two Caribbean grocers, a fishmonger and a baker.
Other Retail Provision	The Windmills Centre includes a number of large multiple retailers, including the Carphone Warehouse, Matalan, Peacocks and JJB. The only multiple retailers present in the rest of the centre are Lloyds Pharmacy and Shoe Zone. There are many small independent shops, several of an ethnic nature. Clothes, fashion and household goods are all very prevalent.
Other Uses	Various service providers are situated throughout with a noticeable number of takeaways and fast food outlets including KFC and Subway. There is a post office but Lloyds TSB and Barclays are the only banks present.
Description of Unit Sizes	The Windmills Centre and, to a lesser extent, the Cape Hill Retail Centre both provide large retail units. Across the rest of the centre, units vary in size but are generally small.
ACCESSIBILITY:	
Public Transport	Seven bus routes pass through the centre, with destinations including Dudley, Walsall, West Bromwich and Wolverhampton.
Pedestrian Linkages	There are many pedestrian crossings in the area around the Windmills Centre, but very few in the rest of the Centre.
Car Parking	A 450 space car park is located at the Windmills Centre and a further 130 spaces are provided at the Cape Hill Retail Centre. There are also 100 spaces located in car parks around the south-west of the Centre and some provision for on-street parking.
ENVIRONMENTAL QUALITY:	
Built Environment & Landscaping	Aside from the area directly around the Windmills Centre the environmental upkeep is generally poor. Shop fronts are in need of modernisation and greater maintenance. There are many vacant units, especially towards the edges of the centre which are also in a very poor condition.

DEVELOPMENT OPPORTUNITIES:

The centre is relatively constrained by surrounding residential areas and we did not identify any available sites as potential development opportunities.

SUMMARY & RECOMMENDATIONS:

Cape Hill is an extensive centre with a good level of retail goods and services on offer. The centre is anchored by the Windmills Centre which comprises large format stores occupied by key multiple retailers. The surrounding retail areas are more secondary in nature with many specialist and ethnic stores. The environmental quality varies across the centre and in many areas could be improved with some additional maintenance and modernisation. Heavy traffic through the centre also detracts from the overall environment and hinders pedestrian movement. The centre appears to cater well to the needs of the immediate population and despite some improvements in the quality of shops and the wider public realm, we consider it likely to be performing to expectation.

Sources: Experian Category Report (April 2007) / GVA site visits (Feb 2009)

Sandwell: Town Centre | CRADLEY HEATH

COMPOSITION:

Retail Category:	Number of Units*:-	Floorspace (Sqm*):-
▪ **Convenience**	18 units	14,088 sqm
▪ **Comparison**	36 units	4,394 sqm
▪ **Services**	60 units	8,408 sqm
▪ **Vacant**	20 units	2,118 sqm
*includes 8,950 sqm gross Tesco Extra	**TOTAL = 134 units**	**TOTAL = 29,008 sqm**

Foodstores	The new, large, Tesco Extra is the primary foodstore. There is an Iceland and a Premier Convenience Store on the High Street and a Cool Trader in the Market Square. Also present are two butchers, Firkins, Greggs, an independent baker, a green grocer and a convenience store. A new Lidl store is located on Lower High Street on an edge-of-centre site.
Other Retail Provision	Multiple retailers present include Ethel Austin, Lloyds Pharmacy and several known charity shop operators. The majority of retailers are independents offering a range of comparison goods and services including antiques, cards & gifts, clothing, computer equipment, jewellery, furniture, household goods and pharmaceuticals. There is a Central Market Hall situated off High Street, as well as a further indoor market adjacent to the Iceland in Market Square. The latter operates on Tuesday, Wednesday, Friday and Saturday.
Other Uses	There is a good range of services on offer including various high street banks and building societies, in addition to insurance providers, betting offices, travel agents, amusement arcades, solicitors and an undertakers. There is also a Choices Video Rental, a post office, a Labour Social Club, and a selection of hairdressers and beauty salons. There are a number of cafes and takeaways (including Subway) as well as three pubs, but just one restaurant.
Description of Unit Sizes	Units are generally small. The Tesco Extra occupies by far the largest unit. The Iceland store and vacant Kwik Save units are also large in comparison to the majority.

ACCESSIBILITY:

Public Transport	Cradley Heath Interchange at the western end of the town includes Cradley heath railway station and a bus station. The railway station is on the Birmingham, Snow Hill-Stourbridge junction Line, while the bus station is served by some of the main bus routes between Birmingham and Merry Hill. There are two bus shelters on the High Street directly adjacent to the Tesco Extra. A further bus shelter is situated along the High Street close to Market Square. 9 routes serve the centre, with destinations including Birmingham, Dudley, Merry Hill, Walsall and West Bromwich.
Pedestrian Linkages	Cradley Heath is a traditional linear centre. There are several pedestrian crossings at the Five Ways junction but only one along the High Street. There are no crossing facilities adjacent to the Tesco Extra.
Car Parking	Tesco Extra has a large car park for use by customers and those visiting the rest of the centre. There is also on-street parking along High Street.

ENVIRONMENTAL QUALITY:

Built Environment & Landscaping	The quality of the environment around Tesco is good but the rest of the centre is somewhat tired and rundown and there are several vacant units in poor condition. The pavements are a mixture of styles, but mainly brickwork. Shop units are generally two-storey terraced buildings with some exceptions, including Market Square, a 1960s precinct development. The centre was busy during the time of the site visit, but would benefit from some further enhancement and on-going maintenance of the public realm, consistent with that near the Tesco.

DEVELOPMENT OPPORTUNITIES:
The high number of vacant units and dated appearance of Market Square poses some opportunity for the redevelopment or modernisation of this central part of the centre.
SUMMARY & RECOMMENDATIONS:
The Tesco Extra is considered a key anchor for Cradley Heath. The development has significantly enhanced the retail provision and brought about improvements to the adjacent public realm although it is unfortunate that this enhancement does not extend further along the High Street. The quality of the environment along High Street is in general quite poor but there is a good selection of shops and services on offer and the centre was busy at the time of our site visit suggesting that visitors do not just visit the Tesco at the north. We identified a high number of vacant units in the centre, particularly along Market Square which suggests there may be some opportunity to redevelop this area to provide a more modern shopping facility.

Sources: Experian Category Report (Nov 2006) / GL Hearn Planning & Retail Statement (Aug 2005) / GVA site visits, (Feb 2009)

Sandwell : Town Centre	GREAT BRIDGE

COMPOSITION:

Retail Category:	Number of Units*:-	Floorspace (Sqm*):-
▪ **Convenience**	12 units	10,356 sqm
▪ **Comparison**	28 units	12,365 sqm
▪ **Services**	46 units	5,340 sqm
▪ **Vacant**	4 units	170 sqm
*includes Great Bridge Retail Park	**TOTAL = 90 units**	**TOTAL = 28,231 sqm**

Foodstores	The large Asda superstore within the Great Bridge Retail Park is the primary foodstore. There are also two bakeries and two butchers within the traditional centre. A Lidl is also present, situated towards the edge of centre to the west.
Other Retail Provision	The retail park has three large units adjacent to the Asda, which are occupied by Boots, Instore and JJB Sports. In the traditional centre there is a large Wilkinson, a Co-op Pharmacy and a Hallmark card shop which are the main multiples. Independent stores offer a variety of goods including bikes and toys, furniture, flowers, jeweller, household goods & vehicle accessories. There is a council-operated outdoor market on Wednesdays and Saturdays in addition to the private indoor market which fronts on to Great Bridge.
Other Uses	There are several high street banks, estate agents, hair and beauty salons, opticians, a post office, bookmakers and an amusement arcade amongst other services. There are also several fast food takeaways, two pubs and two restaurants. There are just four vacant units which is minimal for a centre this size.
Description of Unit Sizes	Aside from the retail park, units are mainly small and occupy the ground floor of two-story terraces.

ACCESSIBILITY:

Public Transport	There are several bus stops along Great Bridge and a bus station at the western end of the centre. 6 routes serve the centre, with destinations including Birmingham, Dudley, Walsall and West Bromwich.
Pedestrian Linkages	A bridge over the canal connects the retail park with the traditional linear centre on Great Bridge.
Car Parking	There is a large car park at the retail park in addition to a public car park at the eastern end of Great Bridge Road and further car parks at the eastern end adjoining the bus station and on Mill Road. The Wilkinson store also has a customer car park. There is restricted parking along Great Bridge and Market Place.

ENVIRONMENTAL QUALITY:

Built Environment & Landscaping	In parts, the pavement is in poor condition and several shop frontages and buildings are in need of repair and updating. There is minimal street furniture consisting of street lighting, roadside railings at the eastern end of Great Bridge Road and some bike stands on Market Street. Congested traffic through the traditional centre further detracts from the environment.

DEVELOPMENT OPPORTUNITIES:

We have not identified any obvious available sites as potential development opportunities in Great Bridge.

SUMMARY & RECOMMENDATIONS:

The Asda/Walmart complex performs a key anchor role and provides the main convenience provision for the surrounding catchment area. The traditional centre is characteristic of a linear centre developed on a busy road, the buildings and shop frontages are somewhat tired and in need of improvement but overall the centre appears popular. There is a good range of comparison goods on offer, including some more specialist retailers, and a plethora of service operators including a noticeably high number of fast food take-aways. The centre has good level of parking provision and accessibility by public transport. The overall environment could be improved with some investment in shop frontages and the public realm.

Sources: Sandwell MBC (March 2009) / IGD (2008) / Trevor Wood Database (2008) / GVA site visit (Feb 2009)

Sandwell : Town Centre	OLDBURY

COMPOSITION:

Retail Category:	Number of Units:-	Floorspace (Sqm):-
▪ **Convenience**	5 units	11,743 sqm
▪ **Comparison**	10 units	1,421 sqm
▪ **Services**	57 units	8,398 sqm
▪ **Vacant**	6 units	1,031 sqm
	TOTAL = 78 units	**TOTAL = 22,594 sqm**

Foodstores	The Sainsbury's Savacentre is the main foodstore. There is a small independent baker and a newsagent along Birmingham Street but aside from these there is little other convenience goods provision.
Other Retail Provision	Retail provision is generally very limited and Lloyds Pharmacy is the single multiple retailer represented. Other independent shops include a chemist, a furniture shop, a household goods shop, a sports shop and a clothing and shoe shop. A market operates on Civic Square, next to the Sainsbury's, on Tuesdays and Fridays.
Other Uses	There is a significantly high level of service provision which includes several high street banks and building societies and other financial and property service providers. There is also a dry cleaners, several bookmakers, hairdressers & beauty salons, locksmith, opticians, post office, recruitment agency and an undertakers amongst others. There are four pubs in the centre and two takeaways (include a Subway). There is also a Subway and a McDonalds next to the Sainsbury's car park.
Description of Unit Sizes	Aside from the Sainsbury's, the majority of units are small with the public houses tending to occupy the few which are larger.

ACCESSIBILITY:

Public Transport	There is access by public transport with bus shelters and stops located along Halesowen Road directly in front of the Sainsbury's. 8 routes serve the centre with destinations including, Birmingham, Dudley, Merry Hill, Walsall and West Bromwich.
Pedestrian Linkages	The traditional centre consists of Birmingham Street with the large Sainsbury's situated at the western end across Halesowen Street. There are three pedestrian crossings linking Sainsbury's to the rest of the centre and a further three crossings along Birmingham Street.
Car Parking	There are c. 700 spaces adjacent to the Sainsbury's and a further car park to the south of the high street.

ENVIRONMENTAL QUALITY:

Built Environment & Landscaping	The overall environment is of an average quality. Some shop frontages are modern and well kept whilst others in need of improvement. The pavements along Birmingham Street are clean but narrow and provide little room for street furniture and there are only a few bins present.

DEVELOPMENT OPPORTUNITIES:

The traditional part of the centre is relatively constrained by the surrounding network and residential dwellings, although there is opportunity for further investment to enhance this part of the centre and build on the traditional characteristics in contrast to the Sainsbury's development. There is an outstanding UDP allocation (OL6) and planning proposals for additional retail floorspace on an edge-of-centre site situated to the north west of the Sainsbury's.

SUMMARY & RECOMMENDATIONS:

The traditional part of the centre is heavily service-dominated and what retail provision there is, is fragmented along Birmingham Road with no central focus. The adjacent Sainsbury's development provides a wide range of convenience goods in addition to some comparison provision and is likely to be the main attractor to the centre. There are pedestrian linkages between the foodstore and the traditional centre although the level of linked trips between the two is not known. Traffic flows along Birmingham Road were busy at the time of our site visit put there appeared to be little pedestrian activity. There are proposals for a significant amount of additional retail floorspace to the north west of the Sainsbury's largely relating to A1 bulky goods. This would be unsuitable for any existing retailers in the centre to relocate to and we believe the presence and draw of the Sainsbury's will continue to maintain a level of pedestrian activity towards the east of the centre to support existing shops and services along Birmingham Street.

Sources: Experian Category Report (May 2007) / GVA Site visits (Feb 2009)

Sandwell : Town Centre	WEDNESBURY	


COMPOSITION:		
Retail Category:	**Number of Units:-**	**Floorspace (Sqm)*:-**
▪ **Convenience**	23 units	5,779 sqm
▪ **Comparison**	58 units	8,594 sqm
▪ **Services**	84 units	12,867 sqm
▪ **Vacant**	18 units	1,914 sqm
*Morrisons not included	**TOTAL = 183 units**	**TOTAL = 29,154 sqm**
Foodstores	The primary Foodstore is the large new Morrisons. Opposite the Morrisons there is a Farmfoods and also an Iceland and Heron Foods on Union Street. These multiples are supplemented by a selection of smaller independent supermarkets, five butchers, three grocers, two bakeries and two off licences.	
Other Retail Provision	The centre has some provision from multiple retailers including Superdrug, Peacocks, Poundland, Ethel Austin, Savers, Co-op pharmacy and several charity shops. There are also a range of independent retailers offering a variety of goods such as clothes, shoes, cards, flowers, electronics and furniture. There is also a market area at the western end of Union Street, which operates at weekends.	
Other Uses	There is a high level of service provision including several high street banks and building societies, opticians, estate agents, travel agents, hair and beauty salons as well as several bookmakers, two amusement arcades and a bingo hall. There are four pubs, numerous takeaways and cafes but very few restaurants. JD Wetherspoon and Subway are two multiples present in this service category.	
Description of Unit Sizes	Unit size and shape widely vary. There are several very small units and a small number of large units. The Morrisons store is by far the largest unit, followed by those occupied by Walkers Bingo and the Peacocks store.	
ACCESSIBILITY:		
Public Transport	The new bus station was opened in 2006 and is situated next to the Morrisons. It provides modern facilities and good access to the centre by bus, with 7 routes and destinations including Birmingham, Walsall and Wolverhampton.	
Pedestrian Linkages	The Morrisons and the bus station are well linked to Union Street via a modern plaza and Union Street itself is pedestrianised.	
Car Parking	Morrisons has a large car park and a further c. 350 spaces are provided in car parks situated around the centre. There is some on-street parking.	
ENVIRONMENTAL QUALITY:		
Built Environment & Landscaping	The area between the new Morrisons, the bus station and Union Street is attractively paved as is Union Street itself. The western area of Union Street has two vacant, rundown units, but otherwise the street has a good environmental quality. Shop frontages in this section appear well maintained and the street furnishings are a good quality. Many shop frontages in the rest of the centre would benefit from some further investment to raise their standard. Some of the vacant units along Upper High Street are in particularly poor condition.	
DEVELOPMENT OPPORTUNITIES:		
We have not identified any further development opportunities in Wednesbury.		
SUMMARY & RECOMMENDATIONS:		
The centre has good level of retail and service provision. There are several multiple operators albeit mainly budget/discount retailers. The new Morrisons development provides a high quality, modern environment and a contrast to other parts of the centre, which would benefit from further improvement to raise the overall standard. The new bus station has good links to Morrisons and the wider centre. We have not identified any further development opportunities but would recommend that some further investment is directed towards those parts of the centre which are looking tired and run-down.		

Sources: Experian Category Report (May 2007) / GVA site visits (Feb 2009)

Dudley : Town Centre	DUDLEY	
		
COMPOSITION:		
Retail Category: ▪ **Convenience** ▪ **Comparison** ▪ **Services** ▪ **Vacant**	**Number of Units:-** 34 units 111 units 147 units 75 units **TOTAL = 367 units**	**Floorspace (Sqm):-** 6,159 sqm 33,055 sqm 20,587 sqm 12,207 sqm **TOTAL = 72,009 sqm**
Foodstores	The main foodstores are Somerfield and Farm Foods which share a unit next to the Churchill Shopping Centre. A Netto supermarket is located at the western end of the High Street. Other outlets include Heron Foods, Select and Save convenience store, Bargain Foods and Michael Supermarket. There are two branches of Firkins bakers, a Greggs, a Bakers Oven, an independent baker, four butchers, a fish monger and a green grocer.	
Other Retail Provision	There are two shopping centres. House of Fraser 'Beatties' department store anchors the Churchill Shopping Centre. B&M Bargains anchors the Trident Centre. There are a number of other multiple retailers, almost all of whom are located along the pedestrianised section of the High Street or within one of the two shopping centres. Retailers include: Wilkinsons, WHSmith, Peacocks, New Look, Ethel Austin, QS, Shoe Zone, Boots, Superdrug. A large Cousins Furniture store is located to the east of the Churchill Shopping Centre. There is a permanent market in the middle of the pedestrianised section of the High Street, with goods ranging from clothing, to fresh meat and vegetables to household goods, although many stalls are vacant. There is also a selection of indoor stalls within Spencers Instore, and several charity shops are also present.	
Other Uses	A large number of national and regional banks and building societies are all represented. There are several betting shops, two outlets of Shipley's Amusements, as well as a Quicksilver Gaming Centre. Away from the High Street there are a range of professional service providers such as solicitors and estate agents, as well as hair and beauty salons. There are several coffee shops, fast food outlets and takeaways, with the vast majority being independently operated. Public houses are spread through out the Centre, with no obvious focus for a night time economy.	
Description of Unit Sizes	A very mixed array of unit sizes. There are many small units, such as those within the Fountain Arcade, with some large units along the High Street and within the two shopping centres.	
ACCESSIBILITY:		
Public Transport	The nearest train station is Dudley Port, which is approximately 1.75 miles from the centre of Dudley. The bus station is situated at the northern end of the High Street and is easily accessible from the Retail Core. 52 bus services with destinations including, Birmingham, Merry Hill, Walsall, West Bromwich and Wolverhampton.	
Pedestrian Linkages	Much of the Retail Core is located around the pedestrianised section of the High Street allowing easy movement between stores. A footbridge behind the Churchill Centre connects the main shopping area to the Cousins Furniture store and the many car parks in the south.	
Car Parking	C. 750 spaces are located within the car parks to the south of the core retail area. Both Somerfield and Netto provide spaces for c. 80 cars, with a 380 space car park located to the north of the Netto. There is also some on-street parking.	
ENVIRONMENTAL QUALITY:		
Built Environment & Landscaping	A historic character market town, with key attractions including a castle and a zoo. There is some need of environmental improvement in the area around the Trident Centre. A relatively high percentage of vacant units, including the large Woolworths store. The market area dominates the high street but also adds vibrancy and an active street scene.	

DEVELOPMENT OPPORTUNITIES:
The area of King Street/Flood Street has a 5,000 to 8,000 sqm foodstore allocation, with some tentative interest form Asda and a c. 15,000 sqm allocation for comparison goods redevelopment. There are proposals to re-locate Dudley College and for out-of-centre bulky goods development, especially around Castlegate and Towngate retail parks. There have also been pre-application discussions with 99p Store and Iceland. The Townscape Heritage Initiative plans to spend £2 million, mainly along the High Street, to enhance and preserve the historic character of the town.
SUMMARY & RECOMMENDATIONS:
Dudley has a distinctive market town character with strong leisure attractions around the Castle and Zoo area. The importance of the local market could be enhanced by a greater variety of traders. Those multiple retailers present tend to be at the discount end and there are development opportunities to enhance the retail offer of the centre and to improve frontages, especially that of Beatties, which is masked at present. Generally the centre appears popular and exhibits good vitality and viability.

Sources: Experian Category Report (Aug, 2008) / GVA site visit (Feb, 2009)

Dudley : Town Centre	HALESOWEN	



COMPOSITION:		
Retail Category:	**Number of Units:-**	**Floorspace (Sqm):-**
▪ **Convenience**	20 units	3,605 sqm
▪ **Comparison**	64 units	11,353 sqm
▪ **Services**	68 units	7,534 sqm
▪ **Vacant**	23 units	3,605 sqm
	TOTAL = 175 units	**TOTAL = 26,097 sqm**
Foodstores	The primary foodstore is the new, two-floor Asda which anchors the Cornbow shopping centre. Iceland is situated on Hagley Street next to the Cornbow entrance. Also present in the Centre are a Premier Convenience Store, an independent convenience store, Firkins, Greggs, an independent baker, two butchers, a green grocer and a combined butcher & fishmonger.	
Other Retail Provision	Halesowen has a number of multiple retailers present, most of whom are located within the Cornbow Centre. Those present include Boots, Claire's Accessories, Clinton Cards, Dorothy Perkins, Game Station, Holland & Barratt, Lloyds Pharmacy, New Look, O2, Peacocks, Thorntons, Shoe Zone, Superdrug, Wilkinson, WHSmith and eight charity shops. There are many independent retailers offering a range of goods such as clothes, cards & gifts, film developing, furniture, jewellery, household goods, pet supplies, stationary and other goods. On Saturdays there is a market on Hagley Street.	
Other Uses	Many high street banks and building societies are present. There is a good level of service provision comprising a post office, several estate agents, solicitors, travel agents, bookmakers, opticians, hairdressers and beauty salons. There are a small number of takeaway, cafes, restaurant and pubs, including a Subway and a Wetherspoon.	
Description of Unit Sizes	The majority of units are relatively uniform sizes and dimensions. The Asda and Wilkinson stores occupy the largest units.	
ACCESSIBILITY:		
Public Transport	The Halesowen bus station is a new, modern development which opened in December 2008 and provides over 4,600 bus services per week across 10 routes. Destinations include Birmingham, Dudley and Merry Hill.	
Pedestrian Linkages	The main shopping area of Hagley Street, High Street and Peckingham Street is pedestrianised. Together with the Cornbow this creates a retail core 'island'. Busy roads circulate the 'island' and there are few pedestrian linkages to the wider surroundings.	
Car Parking	Adjacent to the Cornbow is a c. 400 space multi-storey car park, with s similar car park also next to the Wilkinson. There is also some on-street parking on the roads around the pedestrianised area.	
ENVIRONMENTAL QUALITY:		
Built Environment & Landscaping	The pedestrianised area is paved with brick and contains much street furniture, including bike stands, bins, seating, lighting and a clock feature. The plaza on Hagley Street is a large open space with trees and stone seats, steps and ornaments. This area appears well maintained and the street furniture is of a good quality. The surrounding streets are not so well kept and would benefit from additional investment. The majority of shop frontages are clean and well maintained although some are very dated. The architecture displays a mix of ages and styles.	

DEVELOPMENT OPPORTUNITIES:

At the end of 2008 the £30 million regeneration of the Cornbow area was completed. It comprises the new Asda store, new units in the Cornbow, road improvements, a multi-storey car-park and a new, modern bus station.

SUMMARY & RECOMMENDATIONS:

Generally a popular centre which has been greatly enhanced by the recent Cornbow re-development and associated improvements in the public realm. The Cornbow Centre has a good retail offer and few vacant units. Elsewhere the centre has some attractive elements along the pedestrianised high street and around the plaza. Other areas, particularly towards the north of high street have not been updated and appear unattractive in comparison. Aside from some additional aesthetic improvements to raise the standard of certain areas, the centre is considered to be performing well, in-line with its position in the retail hierarchy.

Sources: Experian Category Report (March, 2007) / GVA site visit (Feb, 2009)

Dudley : District Centre	KINGSWINFORD



COMPOSITION:

Retail Category:	Number of Units:-	Floorspace (Sqm):-
▪ **Convenience**	9 units	2,564 sqm
▪ **Comparison**	30 units	4,078 sqm
▪ **Services**	49 units	6,141 sqm
▪ **Vacant**	0 units	0 sqm
	TOTAL = 88 units	**TOTAL = 12,783 sqm**

Foodstores	The main foodstore is Somerfield. Also present are Costcutter, a convenience store with post office, a Greggs, Firkins, a butcher and a green grocer.
Other Retail Provision	The only multiple retailers present are Boots, Savers, Motor World and three charity shops. There are several independent stores selling clothes, (ladies and men's) as well as a jeweller, newsagent, cards and gift shops, a furniture store and a domestic appliance store. A market operates on Fridays at the precinct area by the cross roads.
Other Uses	Seven banks and building societies are represented. Other services present include two bookmakers (Wilf Gilbert, William Hill), an insurance office, many estate agents, solicitors, a health club, hair dressers, beauty salons, a library, an optician, a post office, travel agents, and undertakers. There are several restaurants, mostly offering Asian cuisine, four pubs, a fish bar and several cafes, all of which are independently operated.
Description of Unit Sizes	Most units could be classed as small or very small. After the Somerfield, the next largest unit is the now vacant Woolworths store.

ACCESSIBILITY:

Public Transport	Seven bus routes currently pass through Kingswinford, each with a c. 30 minute frequency. The buses go to places including Audnam and Amblecote, Brierley Hill, Dudley, Merry Hill, Stourbridge and Wolverhampton.
Pedestrian Linkages	There is heavy traffic along the roads, and only two pedestrian crossings. A cut-through links the Somerfield car park to Market Street.
Car Parking	There is a car park behind Somerfield which had c. 100 spaces. There are two smaller car parks in the Centre, each with c. 40 spaces.

ENVIRONMENTAL QUALITY:

Built Environment & Landscaping	The shops are well maintained and the pavements are wide and of good quality. There is little street furniture although there are bike racks, bins and some seating at the precinct area, all of which would benefit from some investment. There is a very low level of vacancies.

DEVELOPMENT OPPORTUNITIES:

We have not identified any development opportunities for Kingswinford.

SUMMARY & RECOMMENDATIONS:

Kingswinford offers a good selection of shops and services, including several pubs and restaurants. The centre was busy at the time of our site visit and demonstrates a level of vitality and viability. The centre is well maintained and should continue to be so to prevent deterioration in the future.

Sources: Experian Category Report (March, 2007) / GVA site visit (Feb, 2009)

Dudley : District Centre	LYE


COMPOSITION:

Retail Category:	Number of Units:-	Floorspace (Sqm):-
▪ **Convenience**	5 units	1,273 sqm
▪ **Comparison**	26 units	2,824 sqm
▪ **Services**	61 units	6,317 sqm
▪ **Vacant**	15 units	1,431 sqm
	TOTAL = 107 units	**TOTAL = 11,845 sqm**

Foodstores	Multiple food stores include a Spar and a Nisa convenience store, both situated towards the western end of the High Street. There is also a Food City (grocer and off-licence) situated at the very eastern end of the Centre on the High Street.
Other Retail Provision	The only multiple retailer present is Lloyds Pharmacy, which has two outlets (one adjoining the local medical centre).
Other Uses	There is a post office, Cheques Cashed, beauty salon and a high number of takeaways amongst other service providers.
Description of Unit Sizes	Units are generally small and constrained.

ACCESSIBILITY:

Public Transport	Lye railway station is situated approximately 100 metres north of the Centre boundary and is part of the Birmingham-Stourbridge Line. Usually services run every half-hour. There is a bus shelter at the eastern end of the High Street where a bus stops every approximately 15 minutes through out the day, en route to Birmingham or Stourbridge.
Pedestrian Linkages	The Centre is linear, running along both sides of the High Street, with two pedestrian crossings facilitating linkages. The railway station is easily accessible via two short side-roads.
Car Parking	There is a 20 space car park behind both the Spar and the Nisa. A 50 space car park is located in the north-west of the Centre, off Jackson Street, with a further 65 spaces available next to the Church grounds, accessed from the Lye By-pass. The car park behind Food City has c. 25 spaces and 40 on-street parking spaces are available on the High Street.

ENVIRONMENTAL QUALITY:

Built Environment & Landscaping	The High Street is one-way traffic, running east to west. The area around the Church offers a pleasant environment, with an open lawn and trees on the High Street side and Christchurch Park on the Lye By-pass side. There is a small open area on the opposite side of the High Street which is called Pocket Park and opened in May 2007. The pavements are a mixture of paving slabs and brickwork and are in a reasonable condition. They are quite narrow and both sides are lined with bollards, which create unnecessary obstruction in some sections. Bins are situated at various places along the High Street and seating can be found in both parks. Shop fascias are dated but mostly well maintained, with some of the buildings in need of investment, while the street lighting adds little aesthetic value.

DEVELOPMENT OPPORTUNITIES:

We are aware of some interest from discount food providers for a new store in the centre, however there are also various development constraints including highways and ecological issues that need to be overcome.

SUMMARY & RECOMMENDATIONS:

The centre is somewhat disadvantaged with a limited convenience offer and no main foodstore operator. Heavy traffic dominates the High Street and there are a number of vacancies which both detract from the environment. Shop units are small and constrained and the centre is somewhat dated in parts, with a high number of service operators dominating the main retail core. Whilst there is significant scope for enhancement, the centre would appear to be function well in a more local centre role.

Sources: Experian Category Report (Feb, 2008) / GVA site visit (Feb, 2009)

Dudley : District Centre	SEDGLEY


COMPOSITION:		
Retail Category:	**Number of Units:-**	**Floorspace (Sqm):-**
▪ **Convenience**	11 units	4,998 sqm
▪ **Comparison**	21 units	1,839 sqm
▪ **Services**	58 units	6,475 sqm
▪ **Vacant**	3 units	344 sqm
	TOTAL = 93 units	**TOTAL = 13,656 sqm**

Foodstores	The primary foodstore is a large Co-op Superstore. There is also a Somerfield and a Firkins bakery present.
Other Retail Provision	There is a range of comparison retail provision but just one multiple retailer in this category, Lloyds Pharmacies which operates two branches in the centre. Other provision is provided by independent retailers and includes a picture framers and a cake shop amongst others.
Other Uses	There is a high level of service provision comprising several high street banks, dry cleaners, estate agents, hair & beauty salons, opticians, post office, travel agents and an undertakers amongst others. There are various cafés, a Subway and four pubs, including a large Wetherspoon in The Clifton building.
Description of Unit Sizes	The Co-op occupies the largest unit in the centre. The Wetherspoon pub, the Somerfield unit and the unit opposite the bus stop on Dudley Street are also large in comparison to the vast majority which are relatively small.
ACCESSIBILITY:	
Public Transport	There is a bus shelter with lay-by on Dudley Street from where 6 buses serve the centre, with destinations including Dudley, Merry Hill and Wolverhampton.
Pedestrian Linkages	There are pelican crossings along Dudley street and zebra crossings on the Bull Ring roundabout.
Car Parking	Adjoining the Co-op is a pay & display car park for c. 240 spaces, Somerfield has 45 spaces at the rear and a large car park off the High Street has 100 spaces. There are many other smaller car parks within the Centre, which together provide around 275 spaces.
ENVIRONMENTAL QUALITY:	
Built Environment & Landscaping	The Co-op Superstore fascia is dated, as are most of the independent stores, with other multiple retailers and service providers displaying more modern and well kept fascia and shop fronts. The majority of the retail units are unattractive post-war buildings, with a number of historical buildings situated around the Bull Ring. The pavements are composed of both brick and tarmac, with both areas being uneven in many places and in need of investment. Street furniture includes several areas of bollards and longs sections of railings at road junctions, upon which sit a number flower boxes. There is a relatively small open paved area in front of the Somerfield, which is cluttered with advertising signs, telephone boxes, bins and seating. A large public garden is located between the Co-op and Somerfield.

DEVELOPMENT OPPORTUNITIES:

We have not identified any obvious, available sites as potential development opportunities.

SUMMARY & RECOMMENDATIONS:

At the time of our visit the centre was busy in terms of both traffic and pedestrians. The retail offer is relatively limited and orientated towards meeting local community needs, although there is some specialist retail provision that may attract visitors from further a field. The parks and greenery around the centre are attractive but many of the buildings are dated and unattractive. Notwithstanding a number of opportunities to further enhance the centre, it presently appears to be functioning well and is considered healthy in this respect.

Sources: Experian Category Report (Jan, 2008) / GVA site visit (Feb, 2009)

Dudley : Town Centre	STOURBRIDGE	
		
COMPOSITION:		
Retail Category:	**Number of Units:-**	**Floorspace (Sqm):-**
▪ **Convenience**	28 units	6,828 sqm
▪ **Comparison**	91 units	23,439 sqm
▪ **Services**	128 units	27,016 sqm
▪ **Vacant**	39 units	9,160 sqm
	TOTAL = 286 units	**TOTAL = 66,443 sqm**
Foodstores	The main foodstore is Waitrose which anchors the Ryemarket Shopping Centre. There is also a Somerfield, Iceland and Cool Trader. Other provision includes Greggs, Firkins, two independent bakeries, two butchers, two green grocers, a deli, two small convenience stores and several off licenses.	
Other Retail Provision	There are several multiple retailers represented, most of which are located in or very close to the Ryemarket. They include: Boots, B&Q, Carphone Warehouse, Dorothy Perkins, Bon Marche, Ethel Austin, QS, Superdrug, WHSmith, Wilkinson and several charity shops. There are also a range of independent retailers. There is also a large covered market within the Crown Centre, from where the monthly farmers operated, although due to redevelopment the venue will be changed to Coventry Street from February 2009*.	
Other Uses	All the main high street banks are represented, as are many building societies. Other services providers present include several bookmakers, accountants, estate agents, insurance office, solicitors, job centre, car sales, two nightclubs, hairdressers, a health club, opticians and undertakers. Hagley Road has a particular concentration of property and legal services on offer. There are several cafes, fast-food establishments and pubs, but very few restaurants. Multiple operators include Café Nero, Chicago Rock Café, Pizza Express and Que pasa.	
Description of Unit Sizes	Outside of the Ryemarket the units are of vastly differing sizes and shapes. The largest unit in the retail core are the Wilkinson unit, the now vacant Woolworths in the Ryemarket and a large vacant unit in The Crown Centre. B&Q occupy a large unit just outside of the retail core.	
ACCESSIBILITY:		
Public Transport	There is a bus station located to the south-west of the Retail Core and there are bus stops situated around and within the Retail Core. 18 bus routes pass through Stourbridge. Stourbridge Town train station is situated next to the bus station and is the only stop on a branch line which runs from Stourbridge Junction.	
Pedestrian Linkages	Passages, cut-throughs, subways and one way streets make it relatively easy to walk around the main shopping streets and surrounding areas. However, the pavements are very narrow, with on-street parking creating further difficulties for pedestrian movement. The various linkages are also poorly signposted in parts.	
Car Parking	C. 550 spaces are provided in the Crown Centre car parks, a further 40 behind Wilkinson and a further c. 50 at the B&Q. There is also on-street parking.	
ENVIRONMENTAL QUALITY:		
Built Environment & Landscaping	The High Street was very busy at the time of the visit, and felt cramped and cluttered as it is very narrow, with narrow pavements and on-street parking. The pavements themselves are of a poor quality. There is little street furniture except at the High Street entrance to the Ryemarket, where there is seating, bike racks and open public space.	

DEVELOPMENT OPPORTUNITIES:
The planned redevelopment of The Crown Centre is set to commence in 2009, which includes consent for a foodstore (possibly c. 8,000sqm Tesco) and a hotel (OS)B. Angel passage is allocated for a 2,300 sqm foodstore and 4,500 sqm of comparison goods floorspace (OS)D.
SUMMARY & RECOMMENDATIONS:
Overall Stourbridge is a popular centre with an affluent catchment population. The centre has good provision of a range of retail goods and services and was busy at the time of our site visit. There are a number of vacant units, including many in the Ryemarket Centre and the high street is narrow, cluttered and would generally benefit from some investment in the public realm. Cars dominate both in terms of traffic and parking. Notwithstanding these, the centre is considered vital and viable. New developments will provide further enhancement and ensure the centre maintains a good level of health.

Sources: Experian Category Report (Aug, 2008) / GVA site visit (Feb, 2009) / Dudley MBC (Feb, 2008)
*www.Birminghammail.net

DUDLEY

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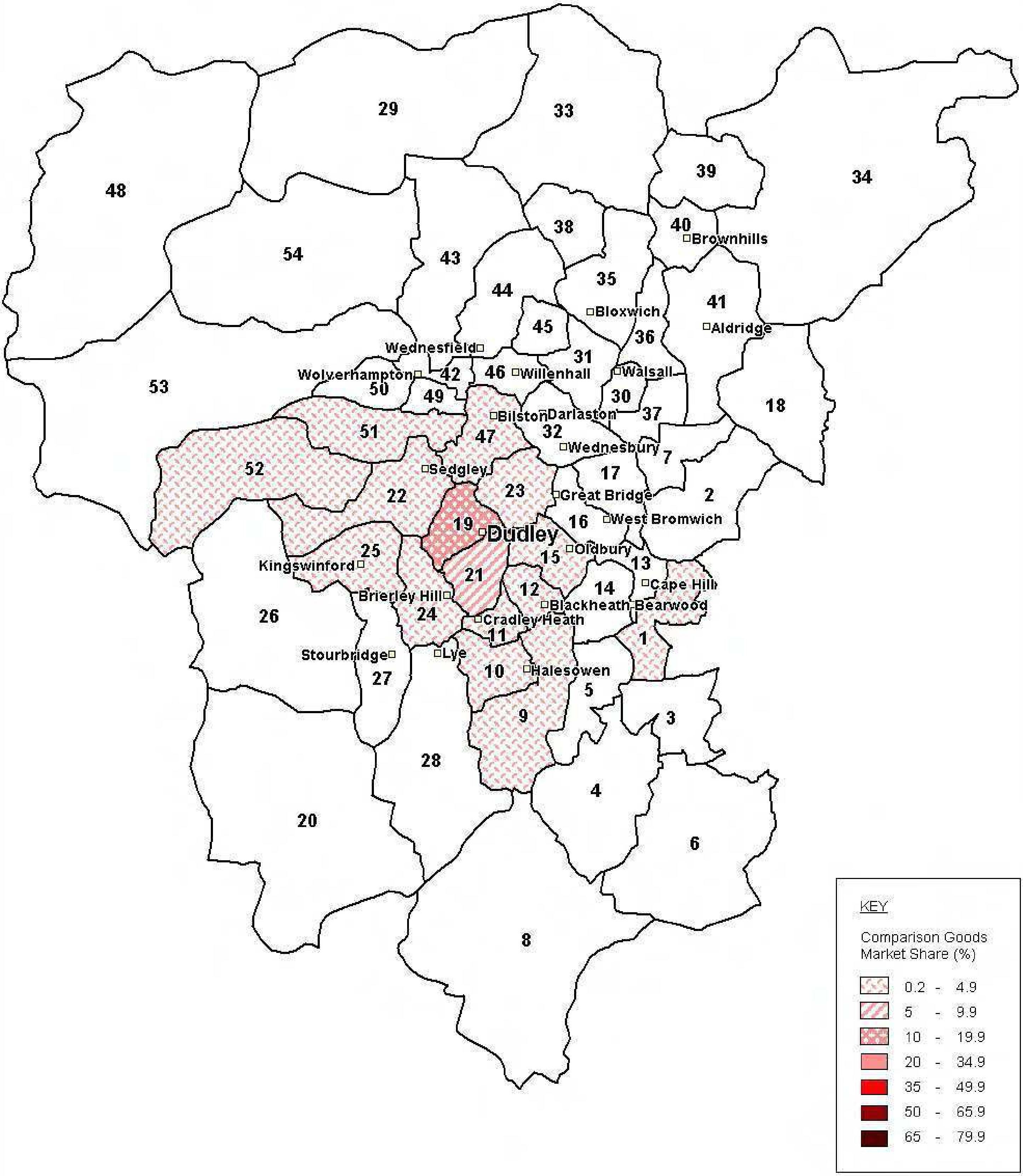
Dudley Convenience Goods Market Share



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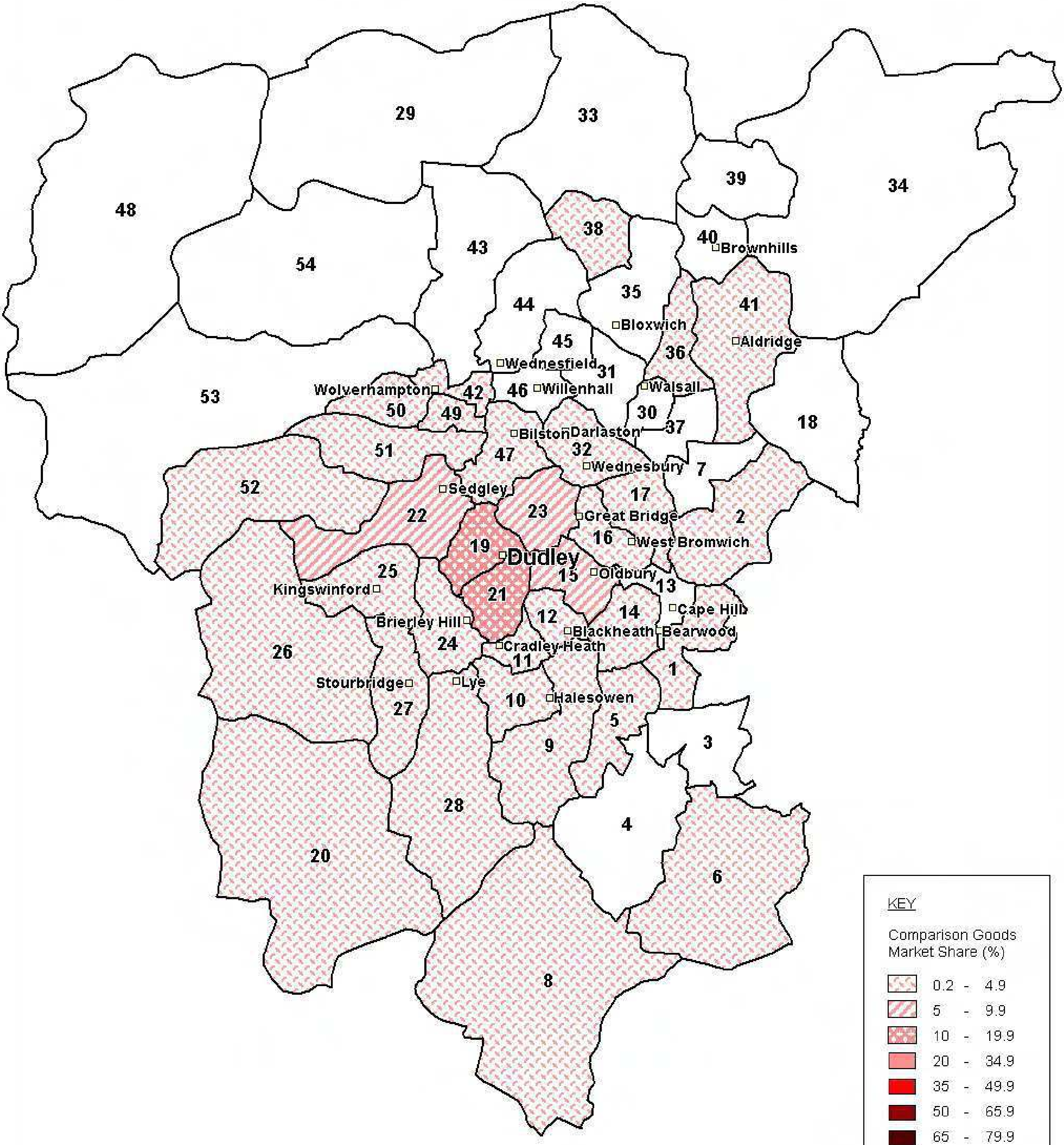
Dudley Comparison Goods Market Share



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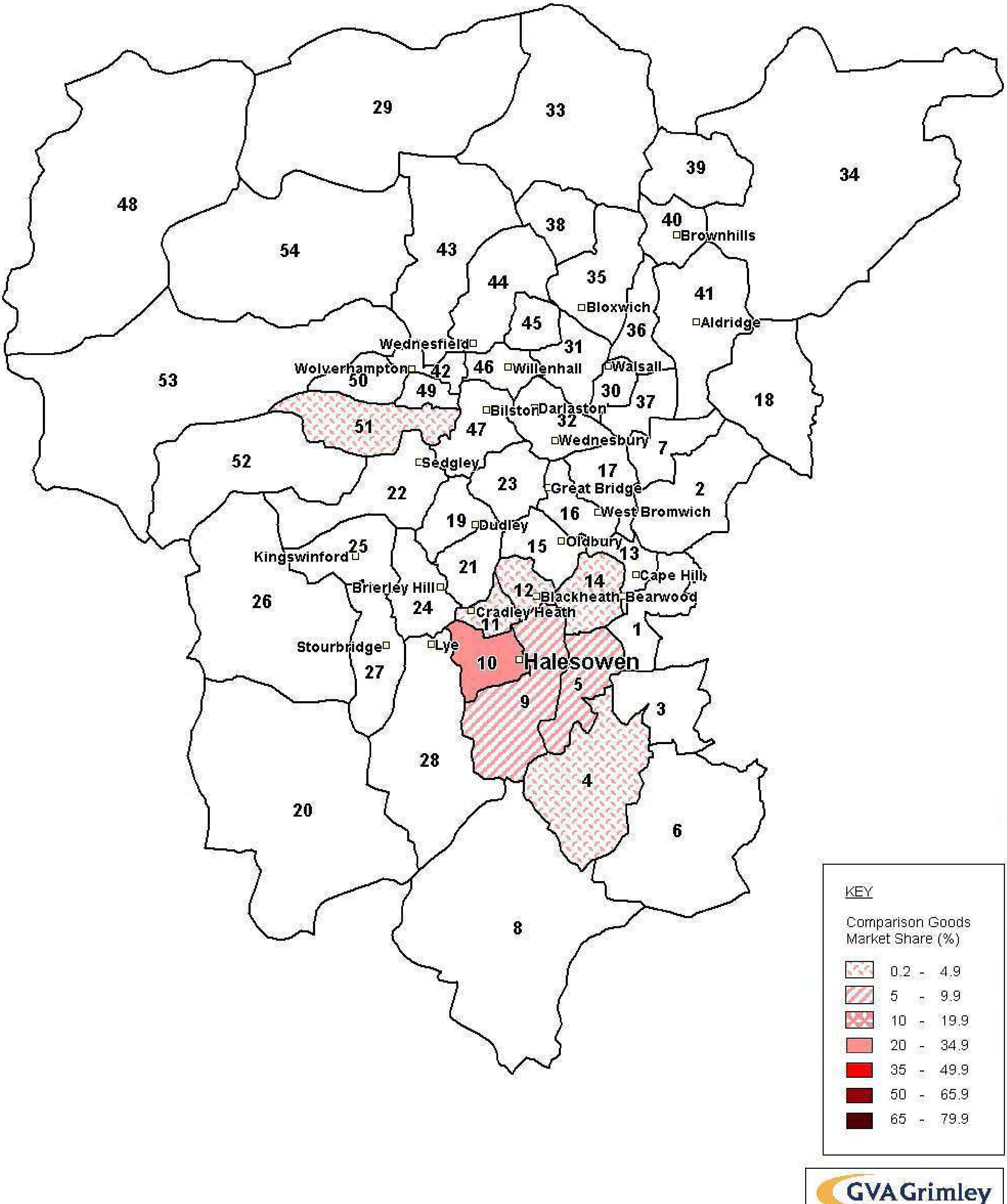
Halesowen Convenience Goods Market Share



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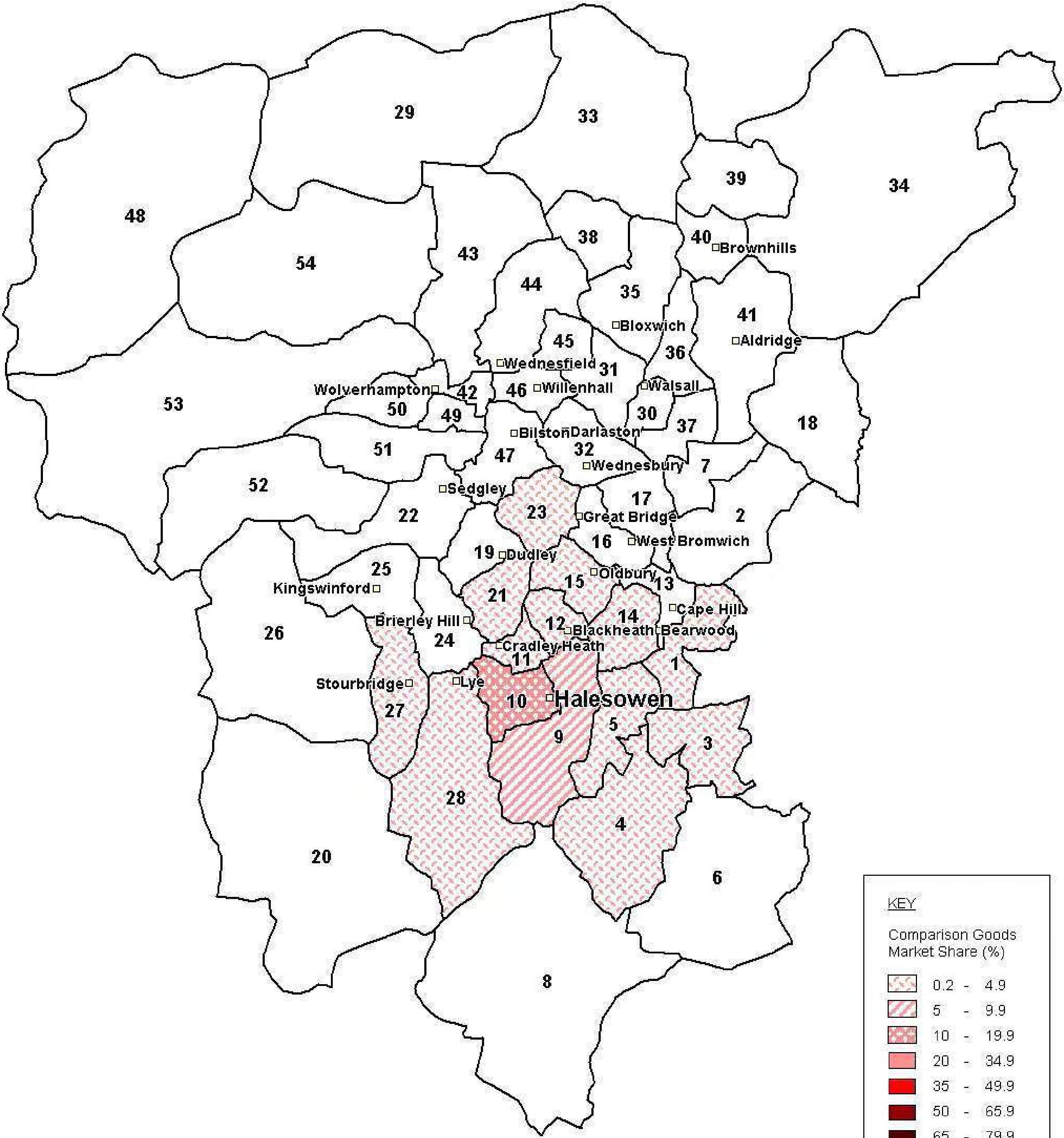
Halesowen Comparison Goods Market Share



KEY

Comparison Goods Market Share (%)

0.2	- 4.9
5	- 9.9
10	- 19.9
20	- 34.9
35	- 49.9
50	- 65.9
65	- 79.9

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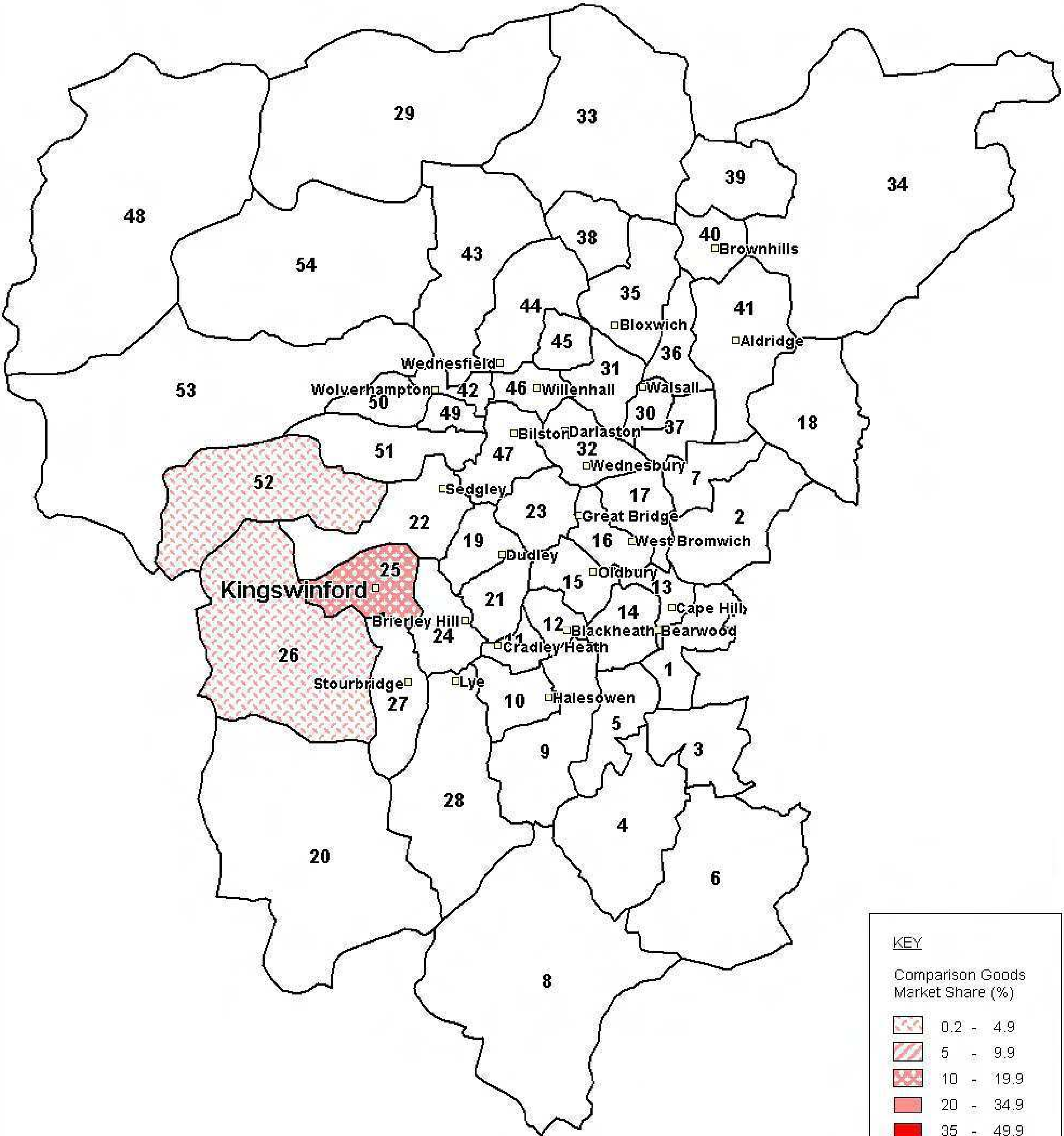
Kingswinford Convenience Goods Market Share



KEY

Comparison Goods Market Share (%)

- 0.2 - 4.9
- 5 - 9.9
- 10 - 19.9
- 20 - 34.9
- 35 - 49.9
- 50 - 65.9
- 65 - 79.9

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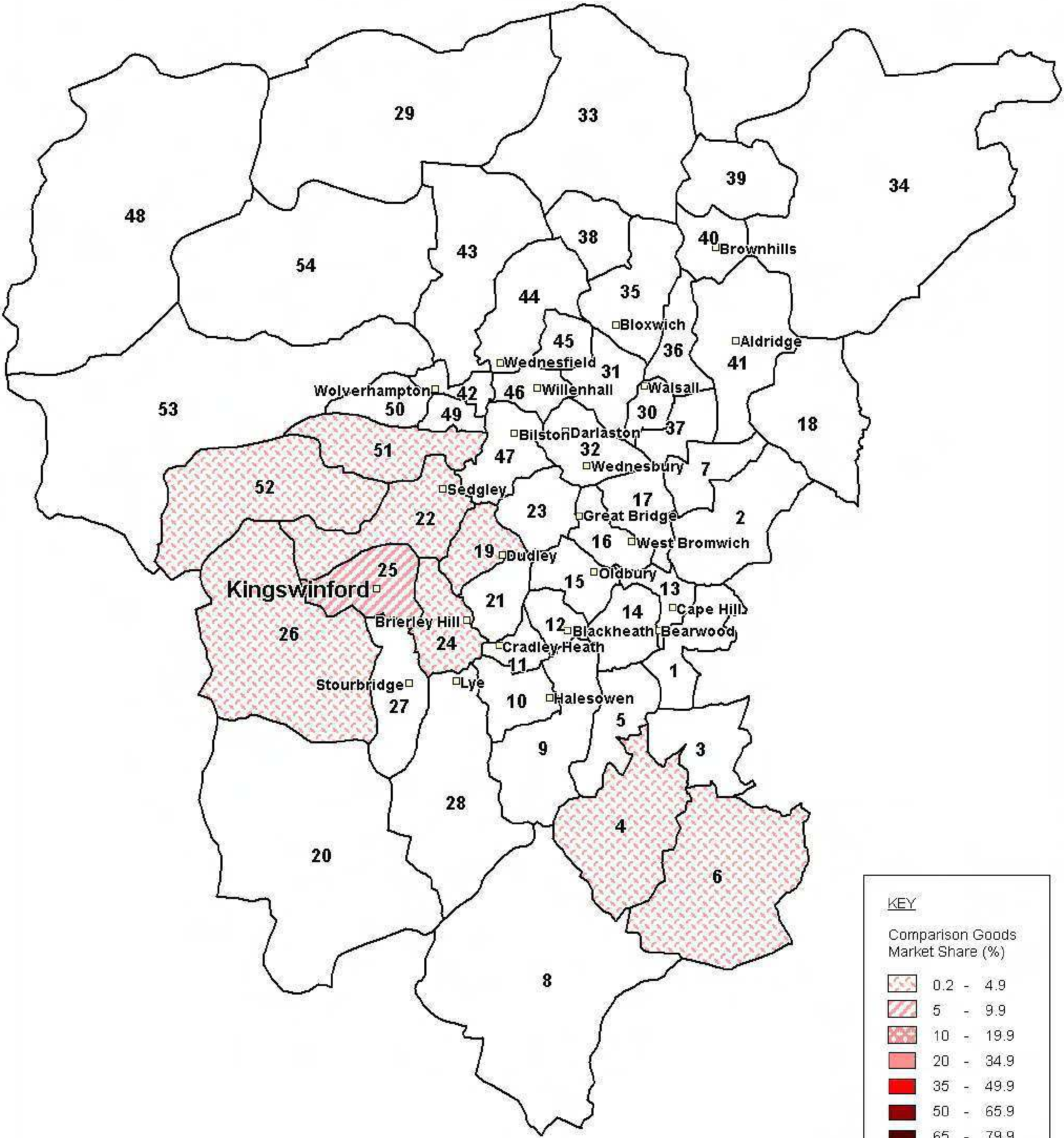
Kingswinford Comparison Goods Market Share



KEY

Comparison Goods Market Share (%)

0.2 - 4.9	
5 - 9.9	
10 - 19.9	
20 - 34.9	
35 - 49.9	
50 - 65.9	
65 - 79.9	

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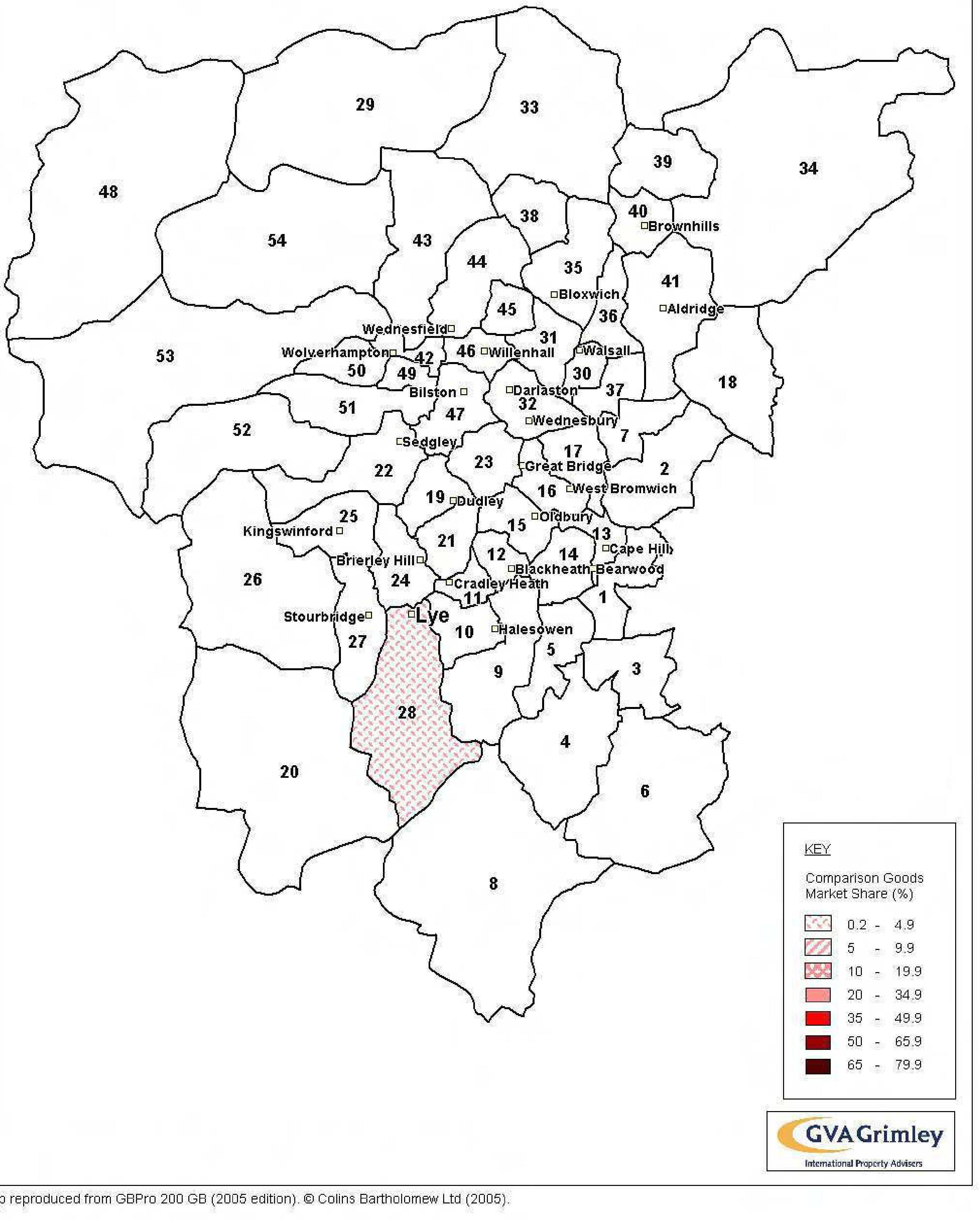
Lye Convenience Goods Market Share



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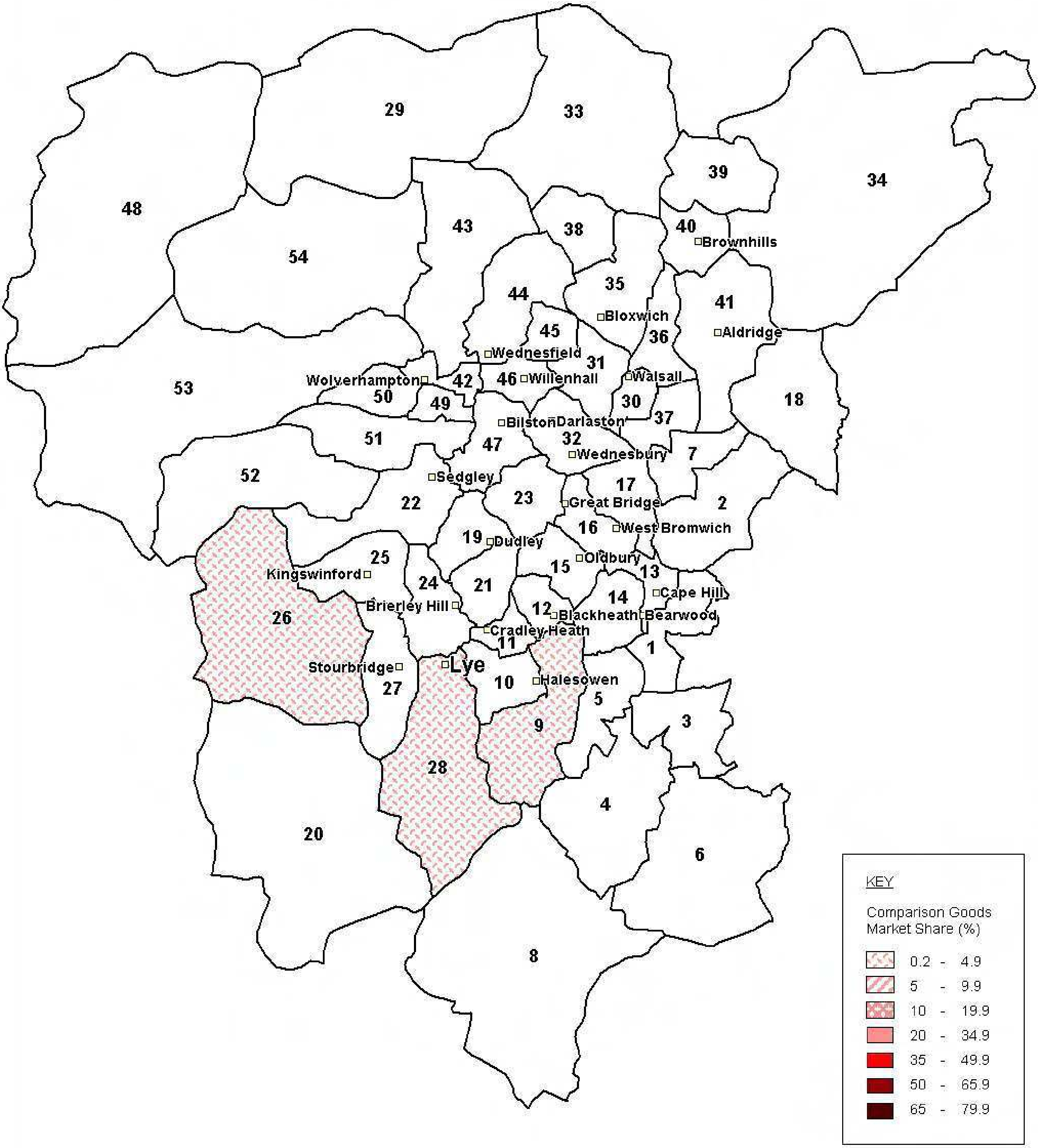
Lye Comparison Goods Market Share



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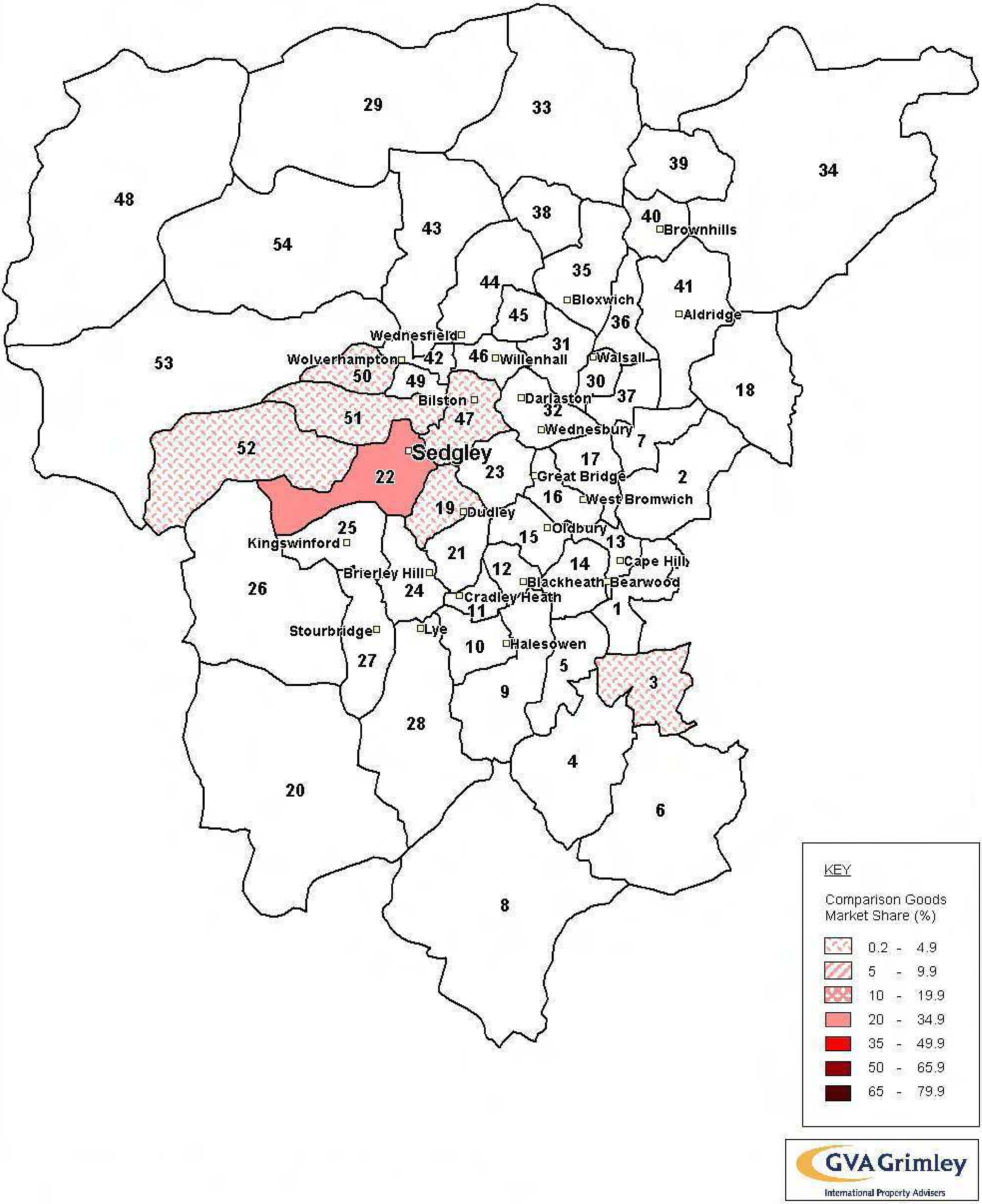
Sedgely Convenience Goods Market Share



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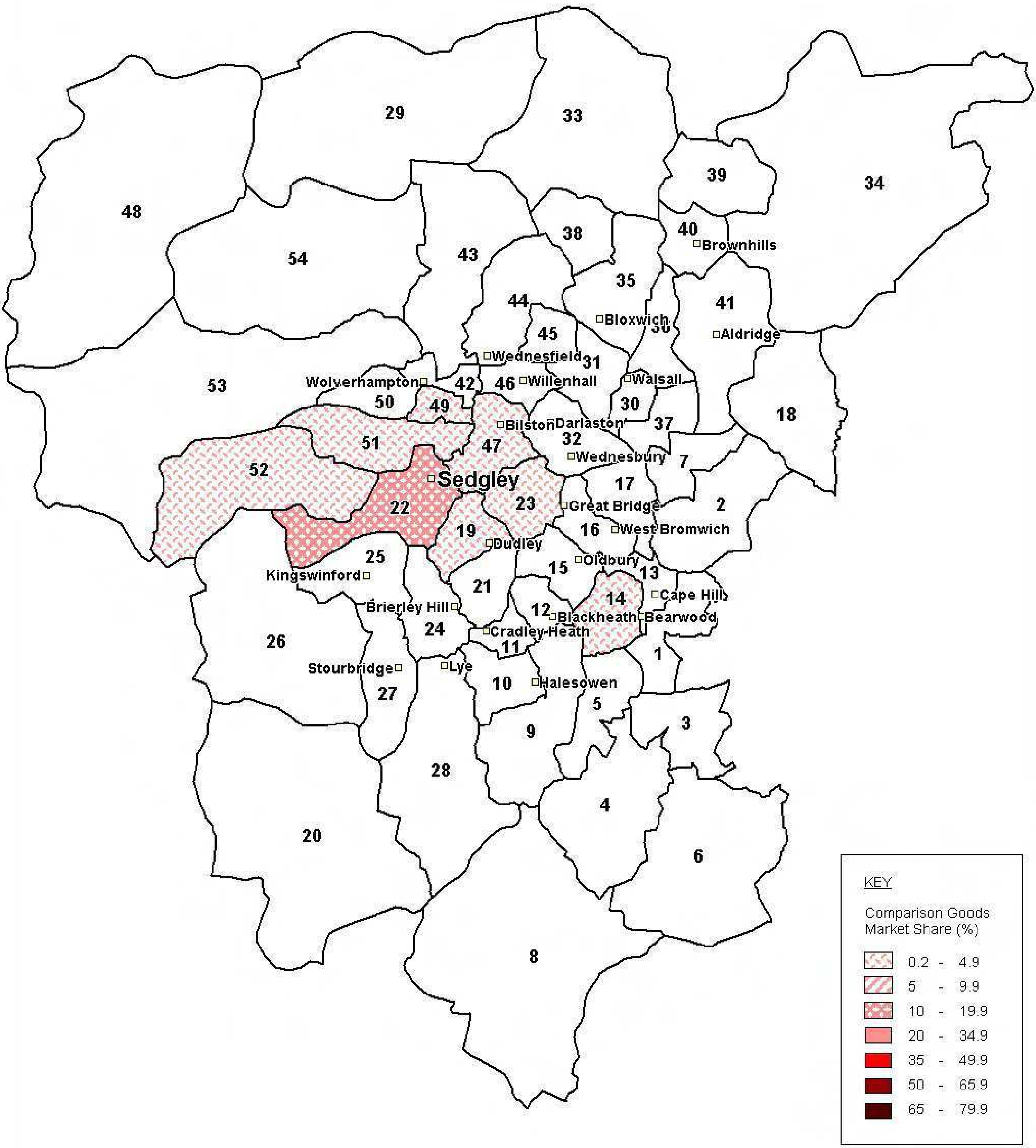
Sedgley Comparison Goods Market Share



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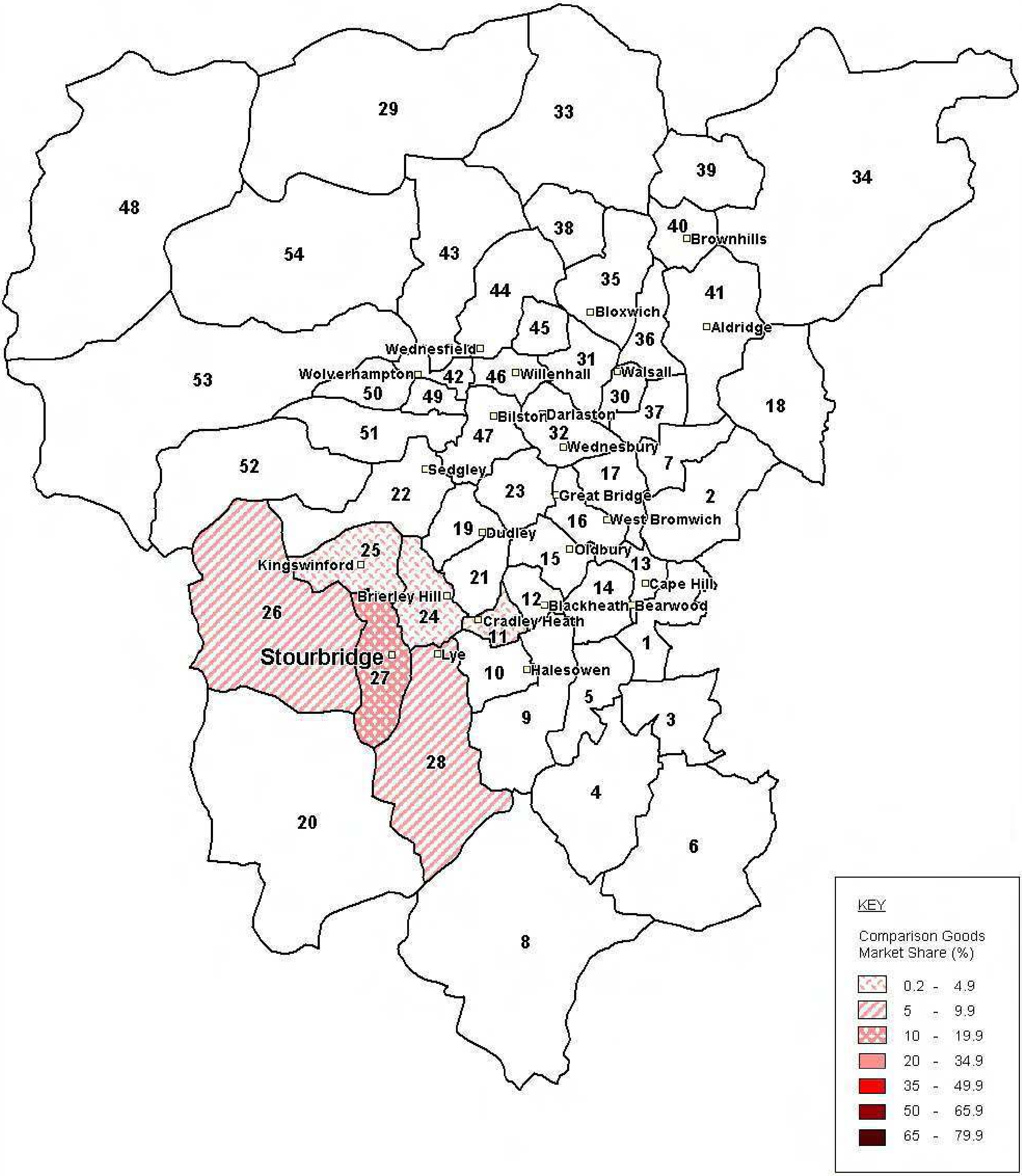
Stourbridge Convenience Goods Market Share



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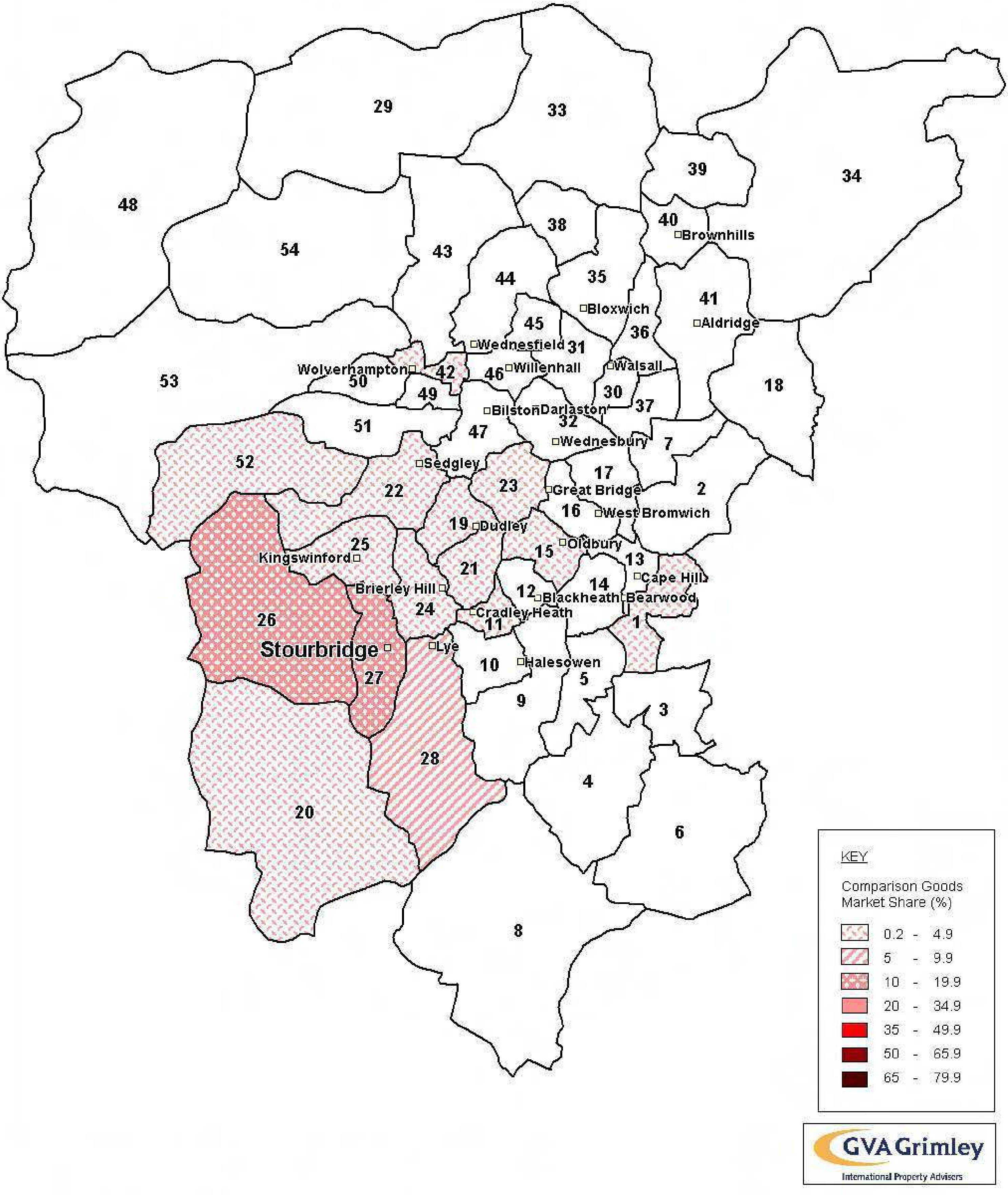
Stourbridge Comparison Goods Market Share



SANDWELL

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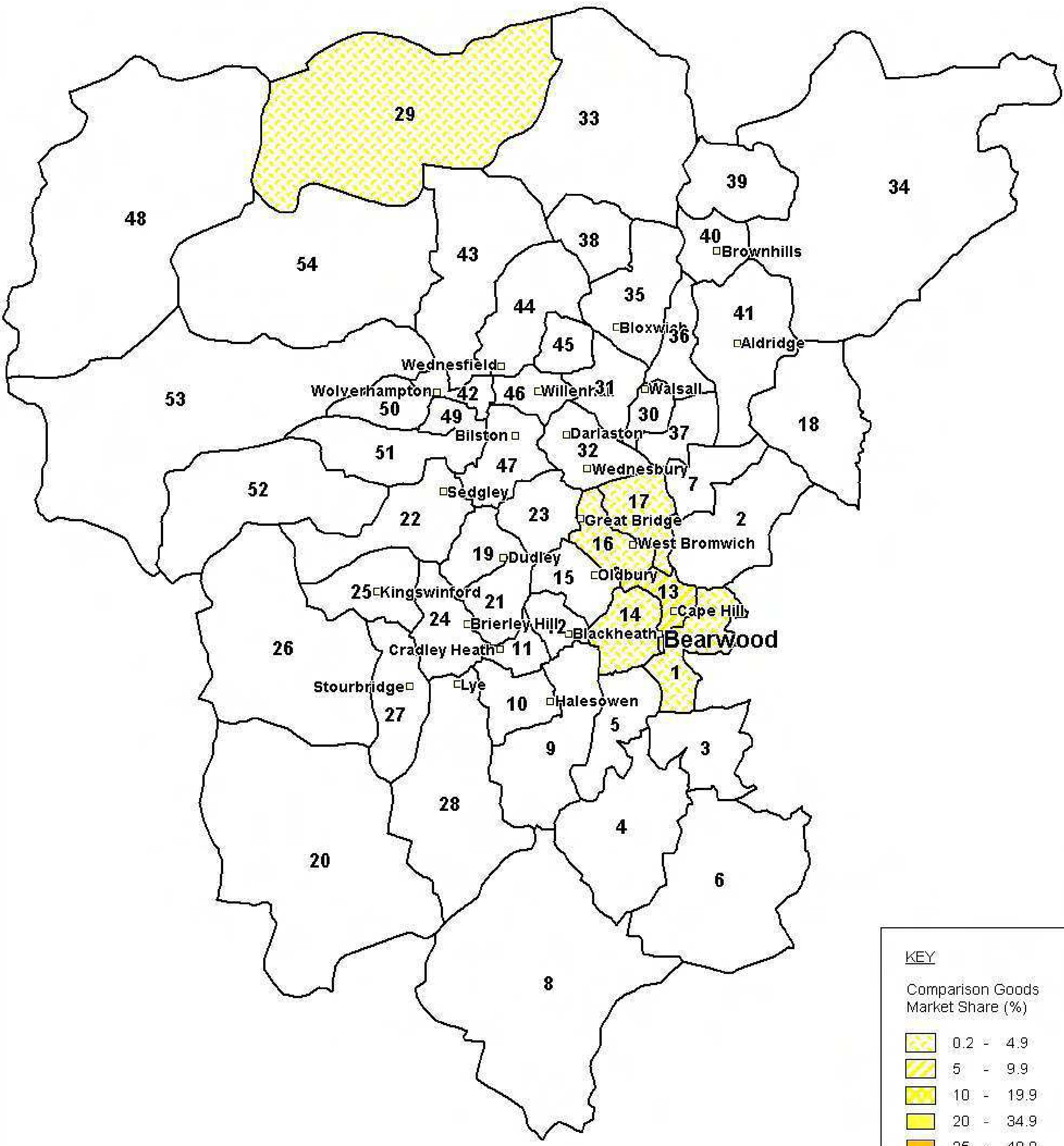
Bearwood Convenience Goods Market Share



KEY

Comparison Goods Market Share (%)

0.2 - 4.9
5 - 9.9
10 - 19.9
20 - 34.9
35 - 49.9
50 - 65.9
65 - 79.9

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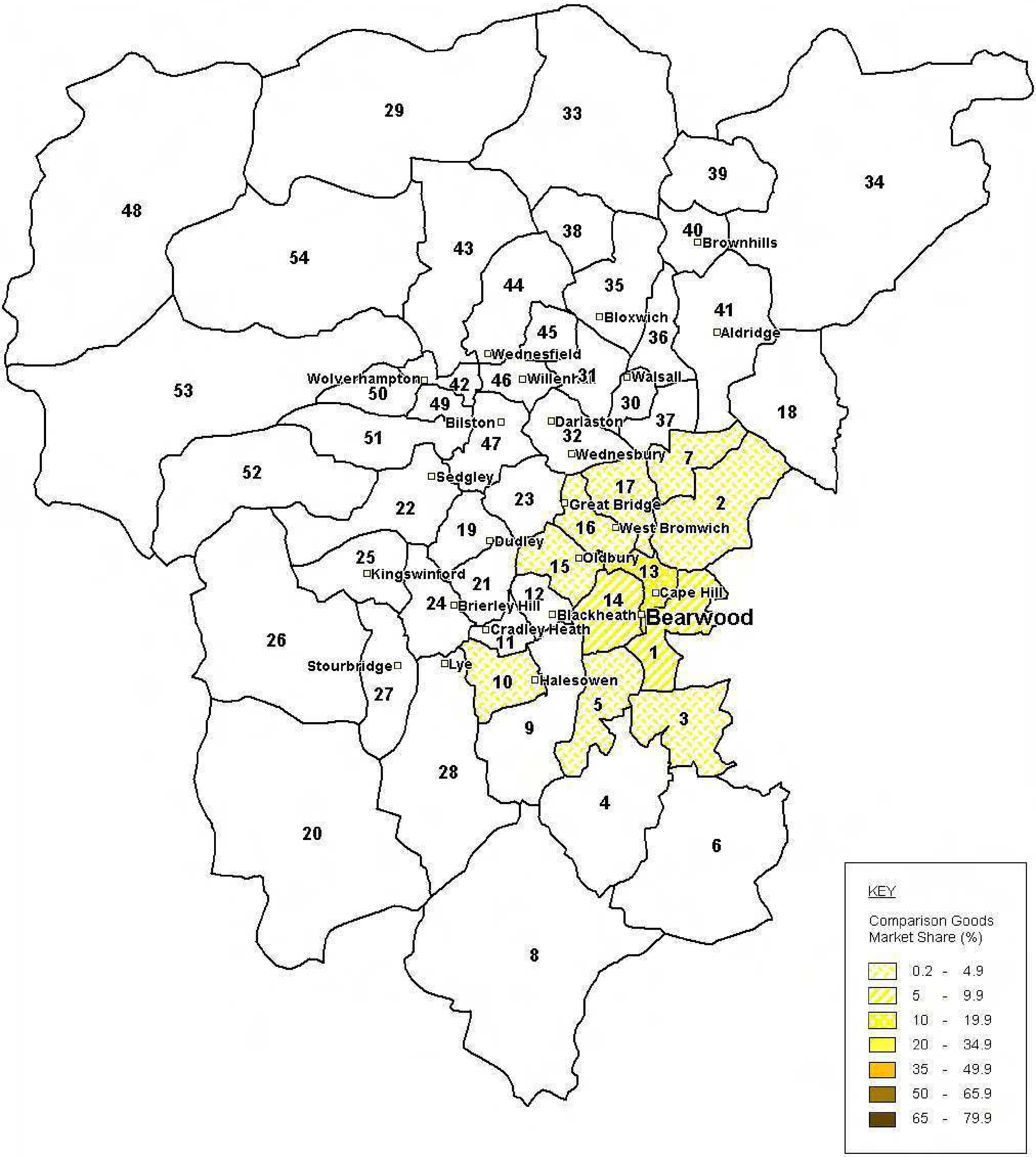
Bearwood Comparison Goods Market Share



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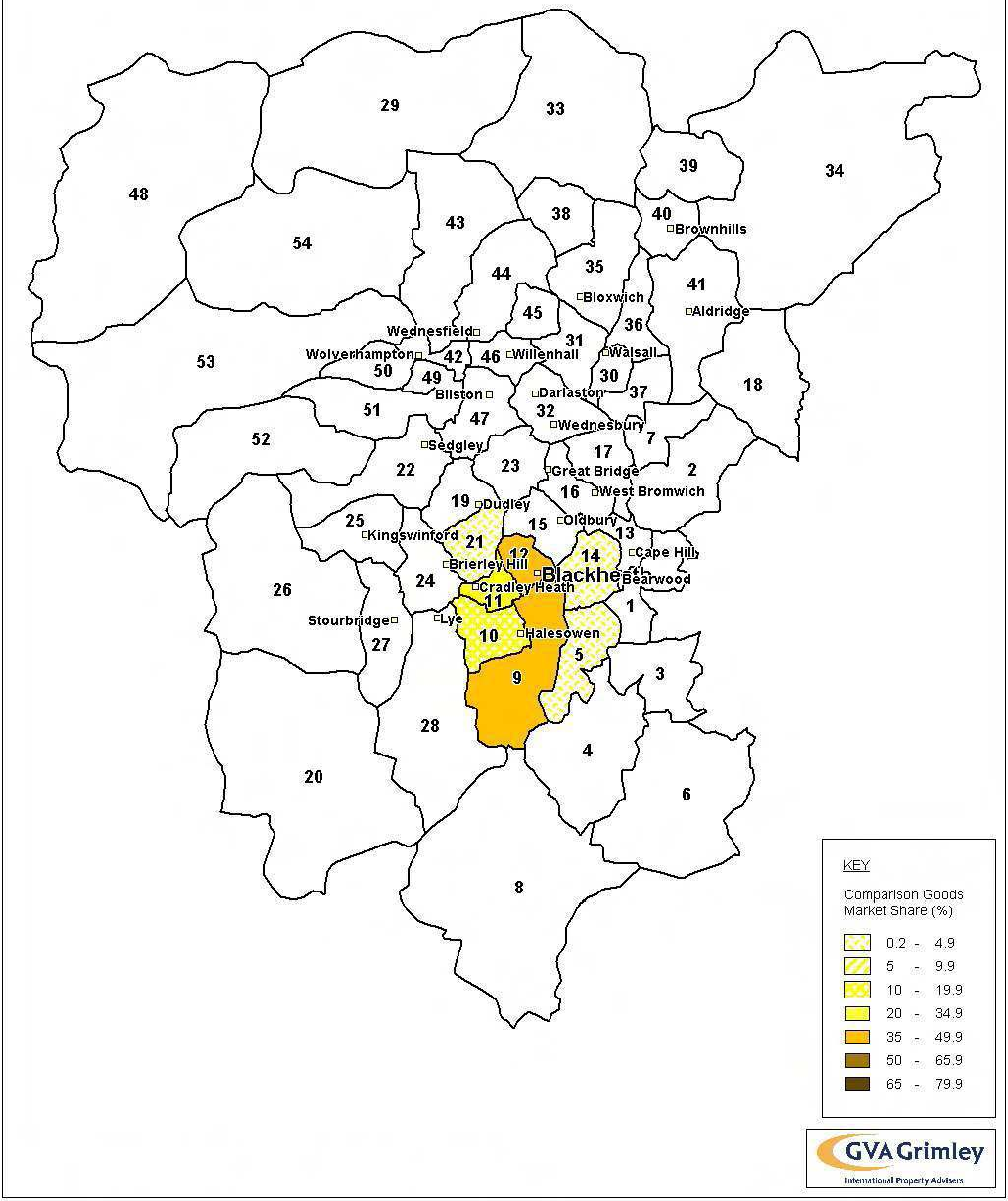
Blackheath Convenience Goods Market Share



Map reproduced from GBPro 200 GB (2005 edition). © Colins Bartholomew Ltd (2005).

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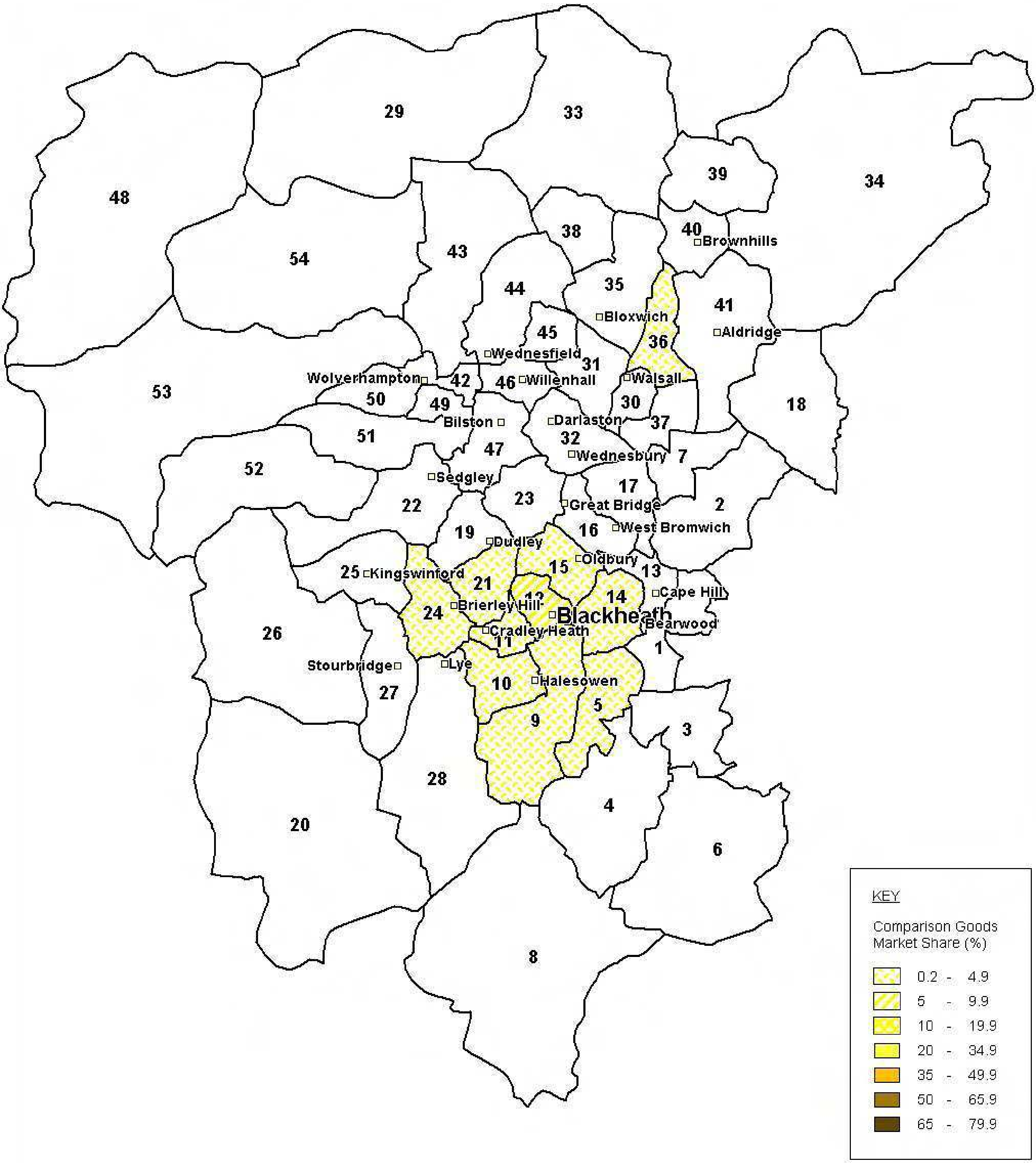
Blackheath Comparison Goods Market Share



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Map reproduced from GBPro 200 GB (2005 edition). © Colins Bartholomew Ltd (2005).

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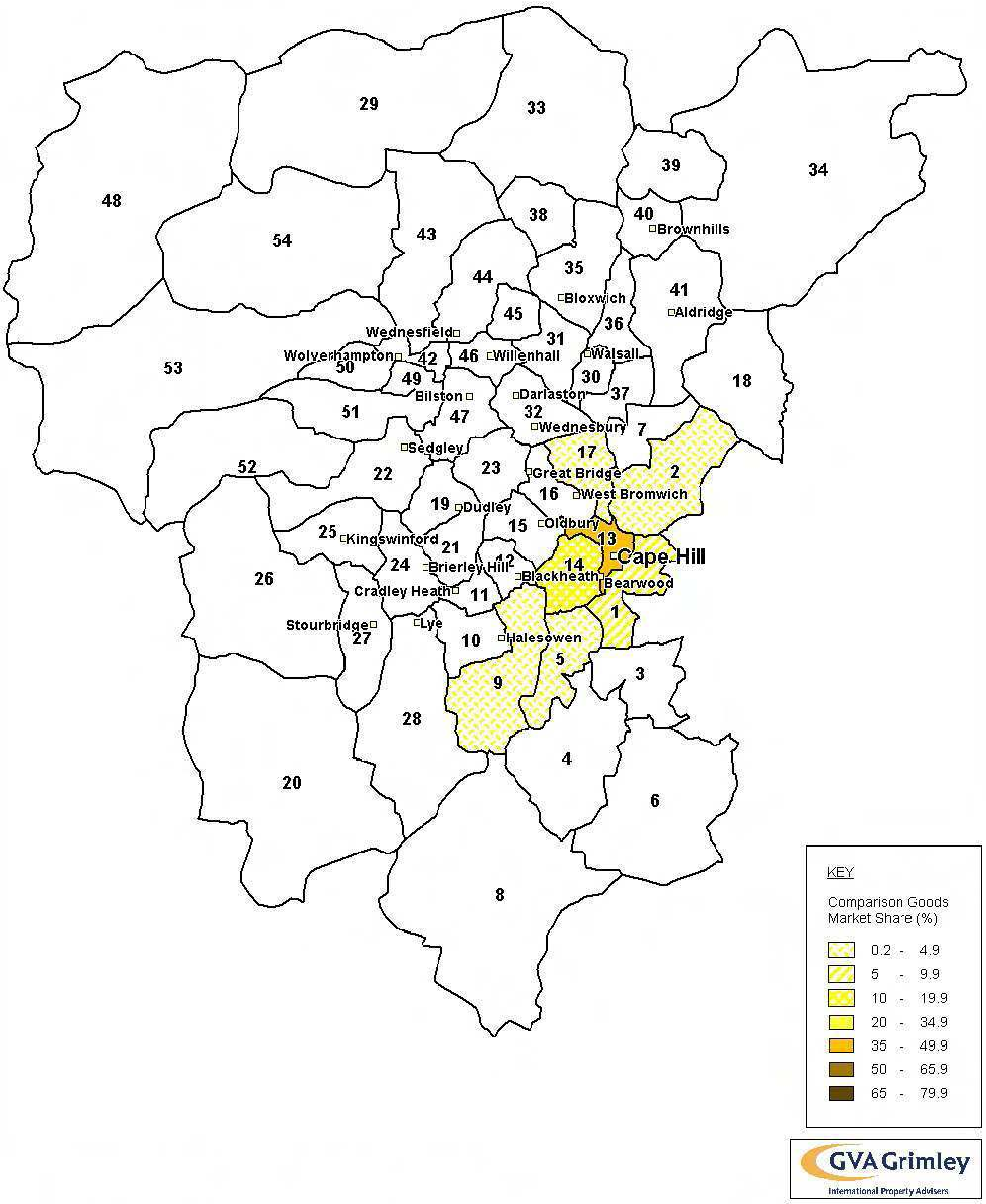
Cape Hill Convenience Goods Market Share



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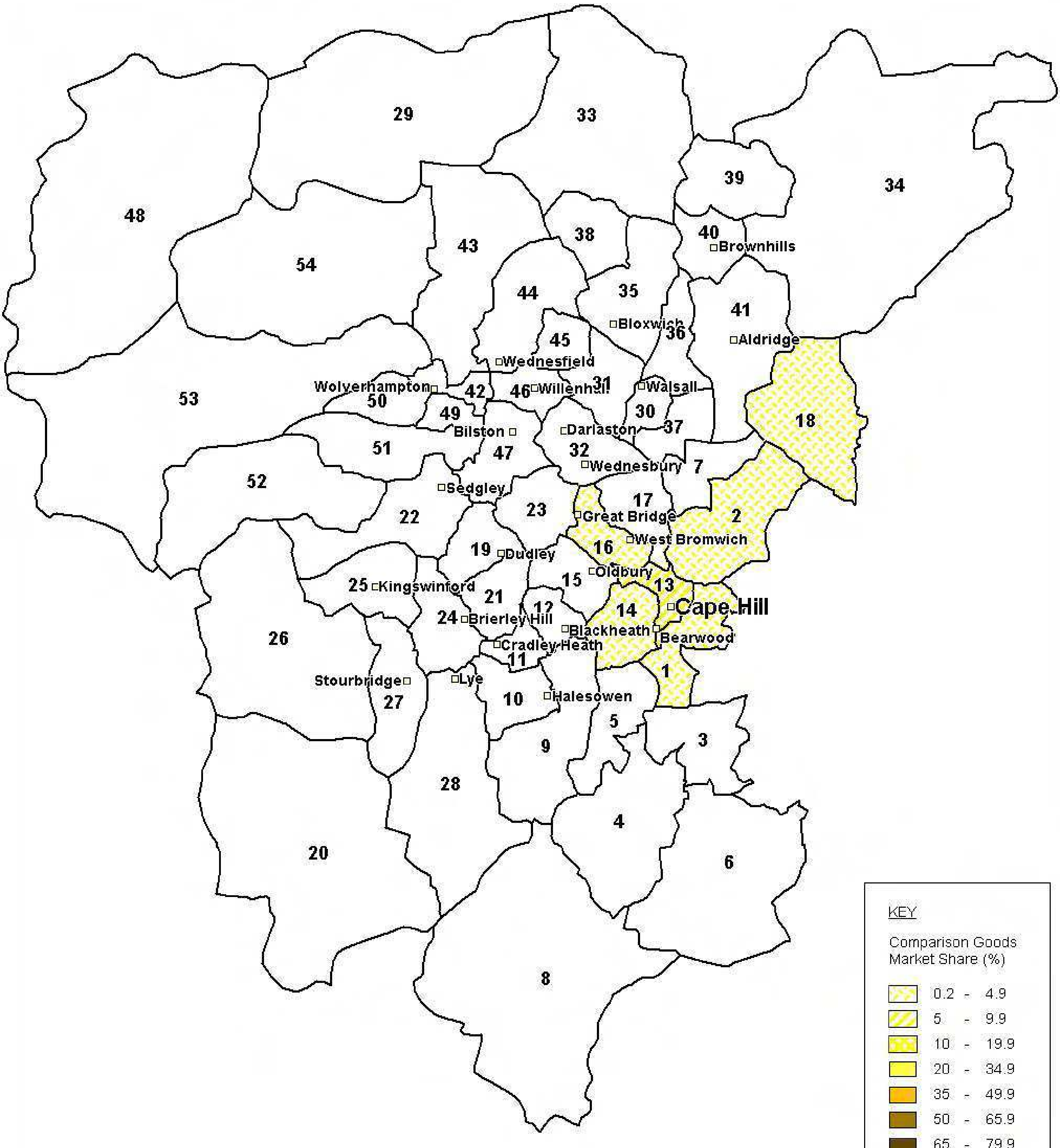
Cape Hill Comparison Goods Market Share



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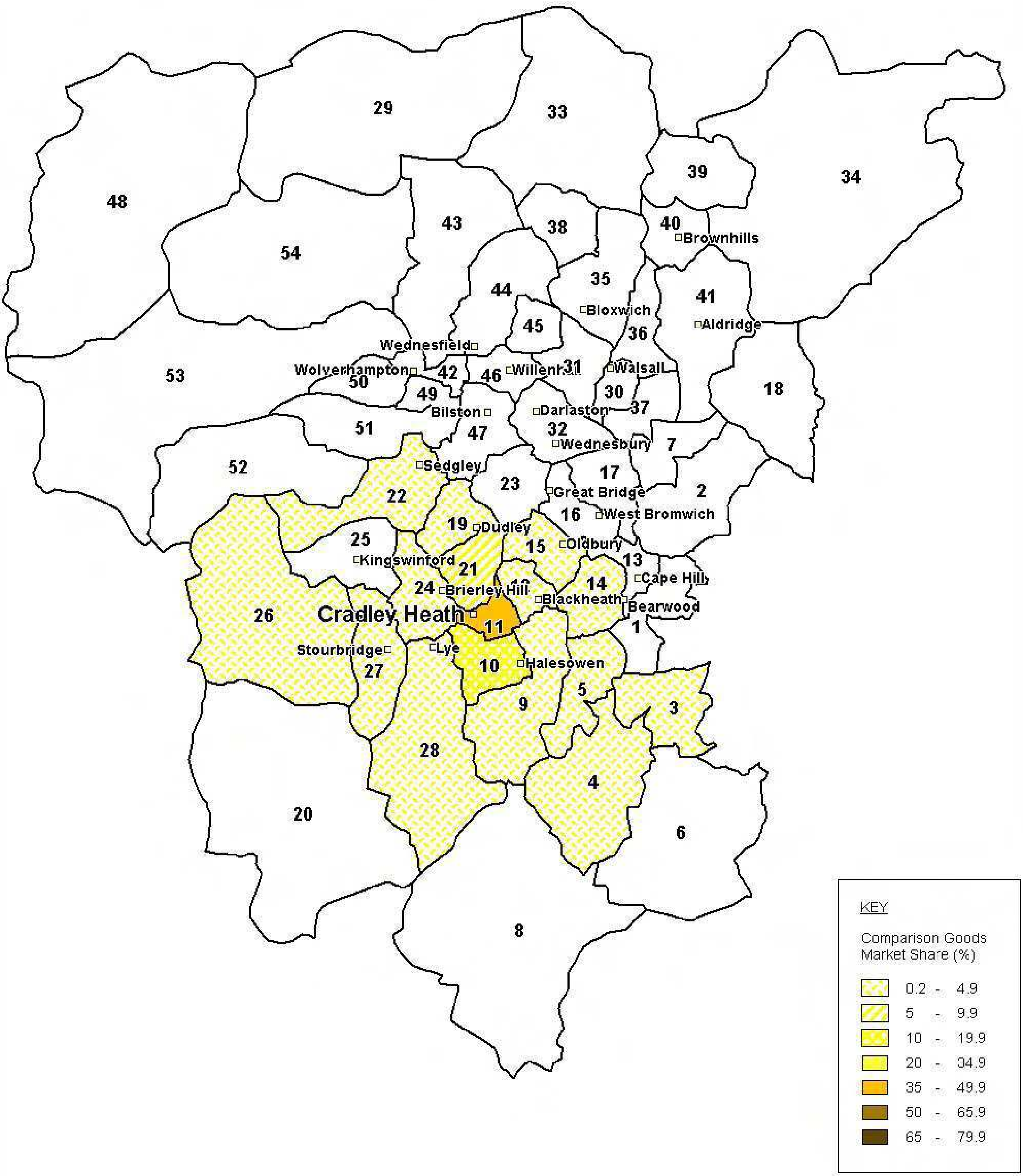
Cradley Heath Convenience Goods Market Share



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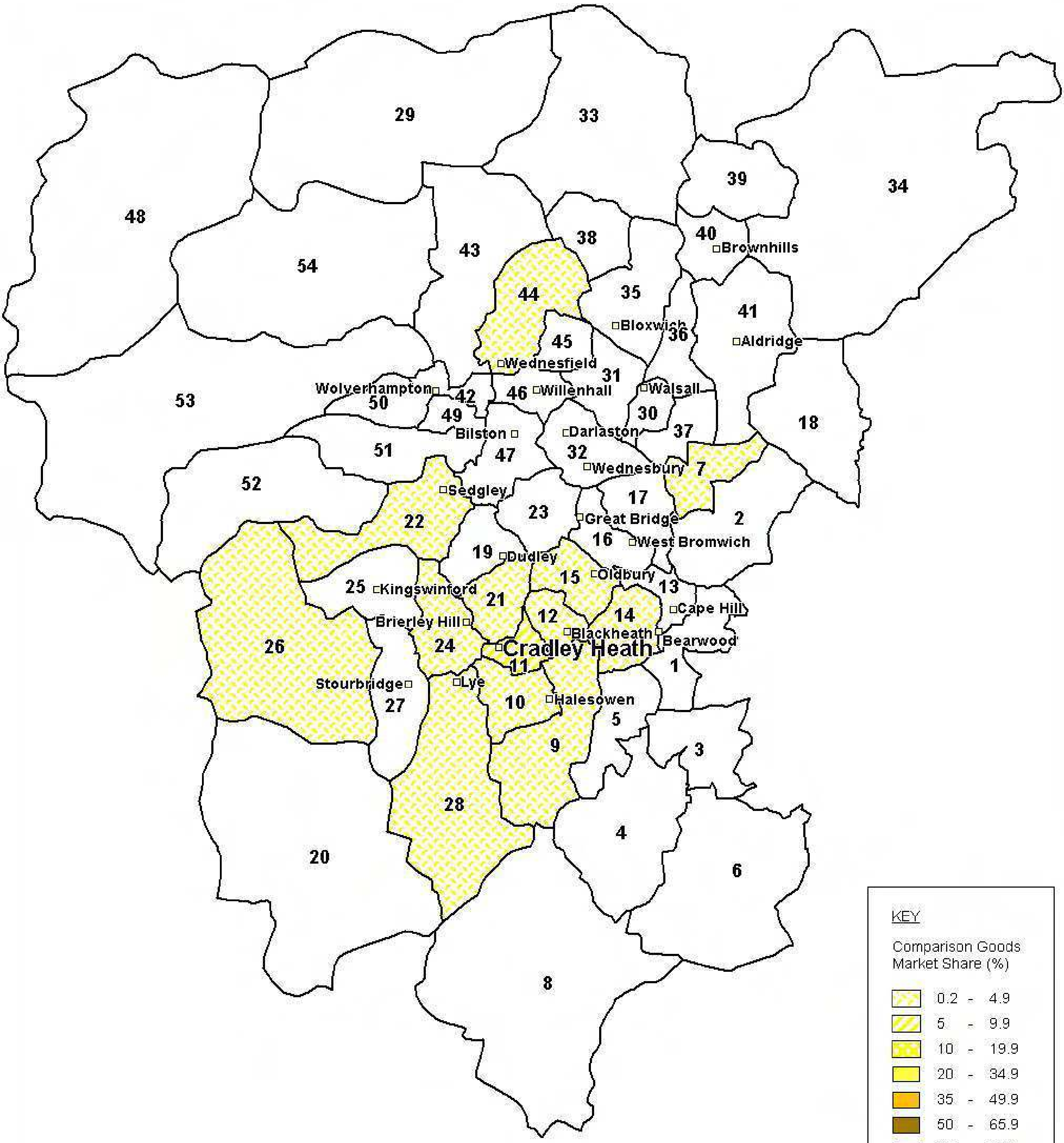
Cradley Heath Comparison Goods Market Share



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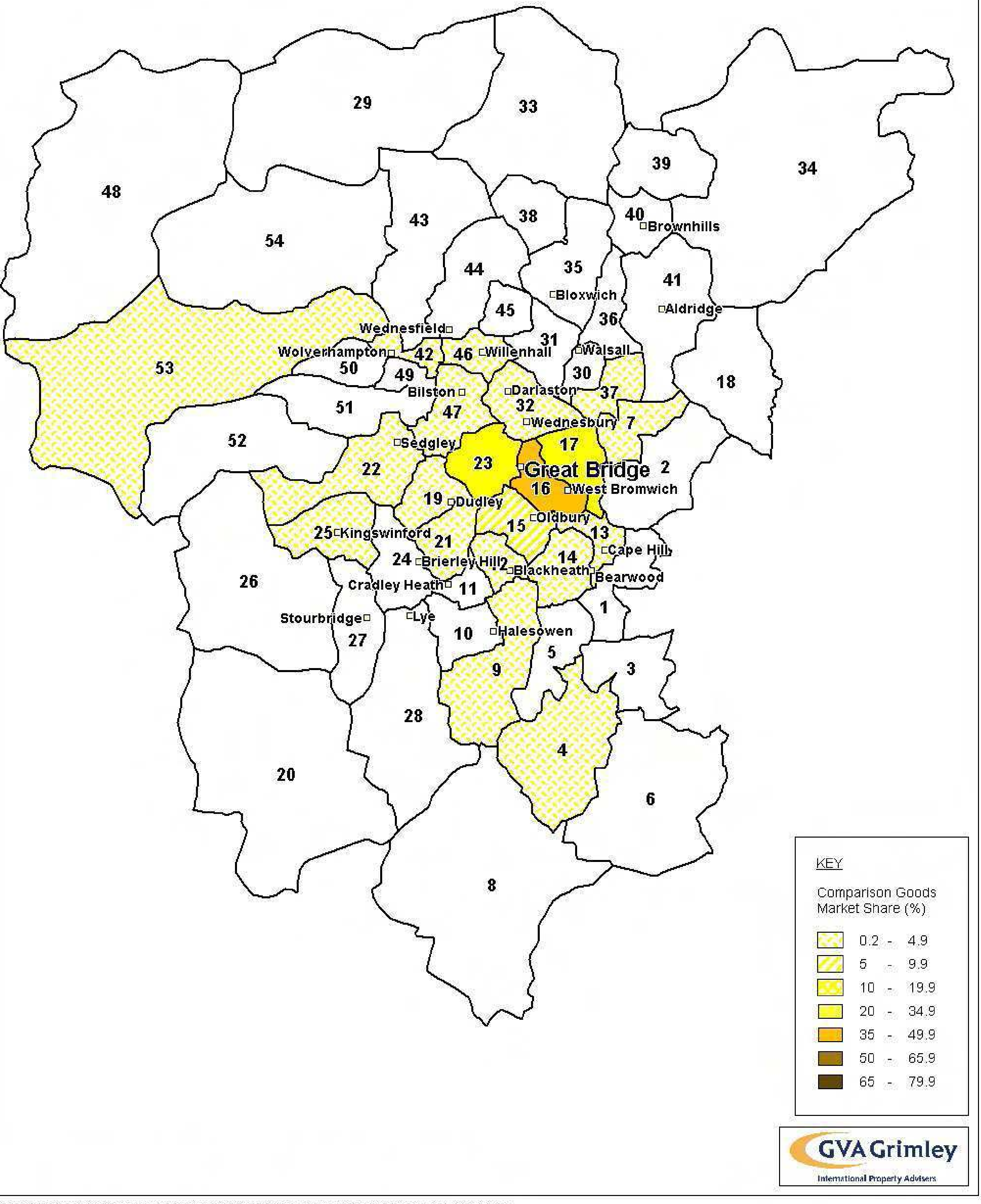
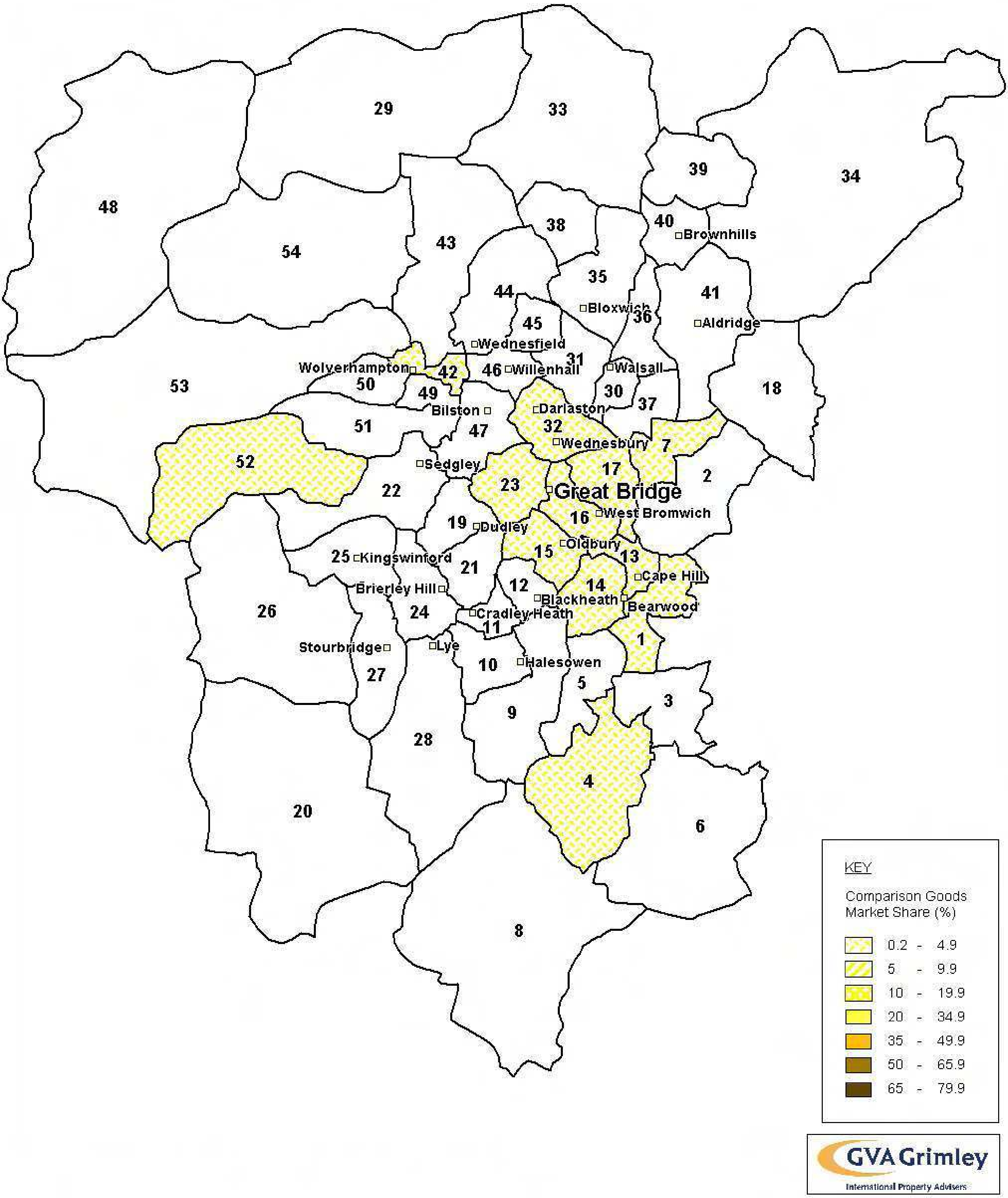
Great Bridge Convenience Goods Market Share



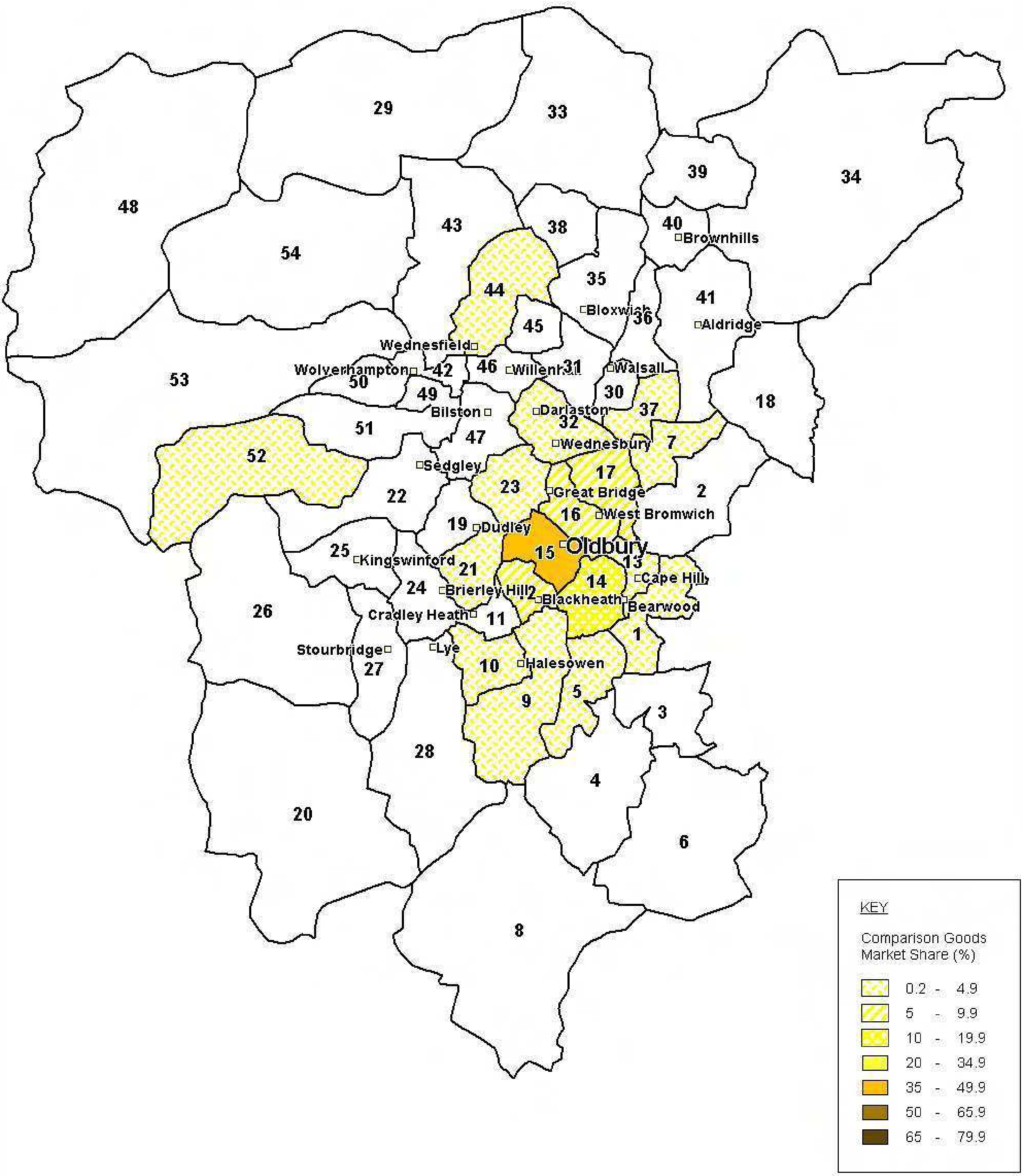
BLACK COUNTRY RETAIL STUDY 2009

Great Bridge Comparison Goods Market Share



BLACK COUNTRY RETAIL STUDY 2009

Oldbury Convenience Goods Market Share



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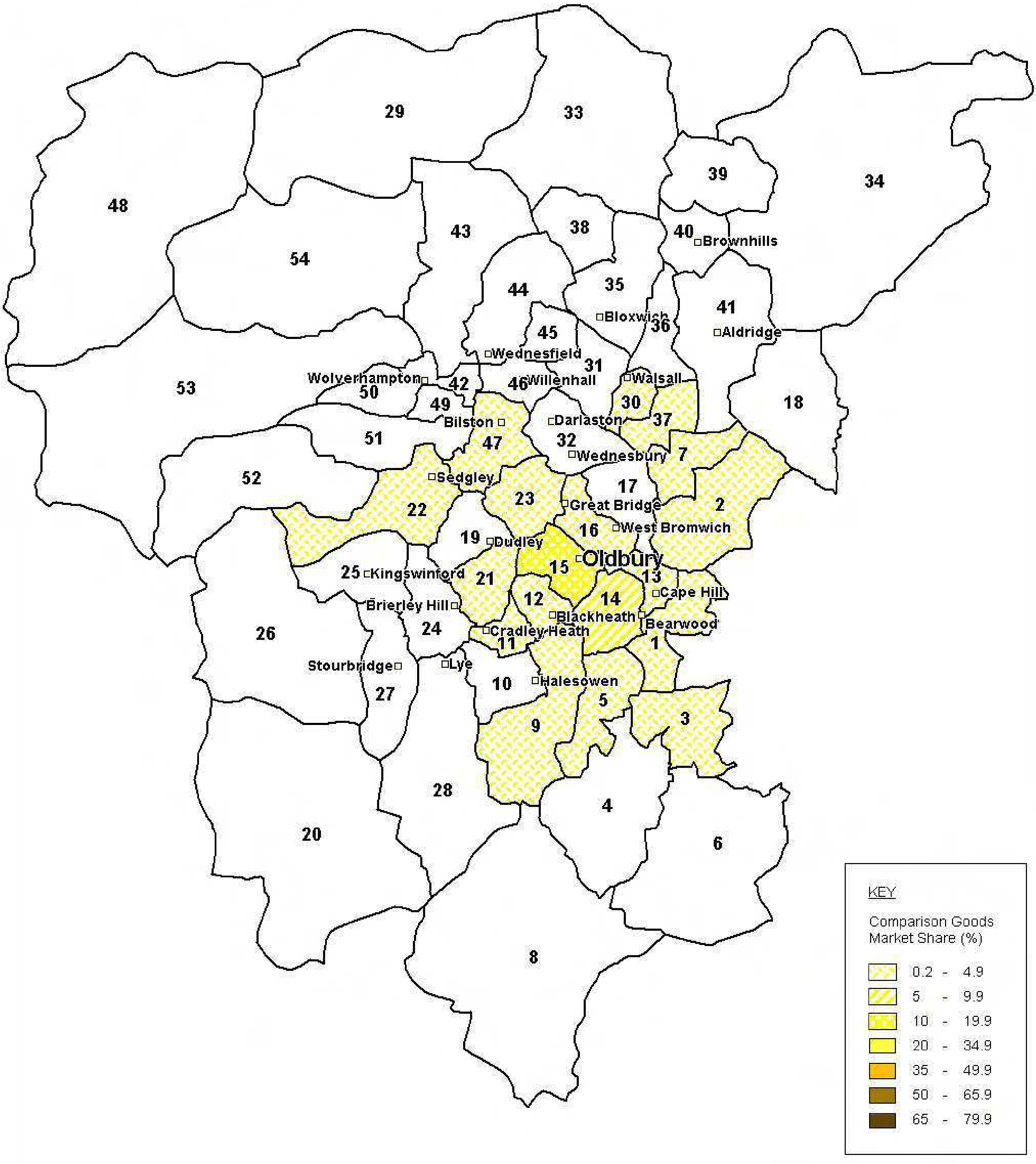
Oldbury Comparison Goods Market Share



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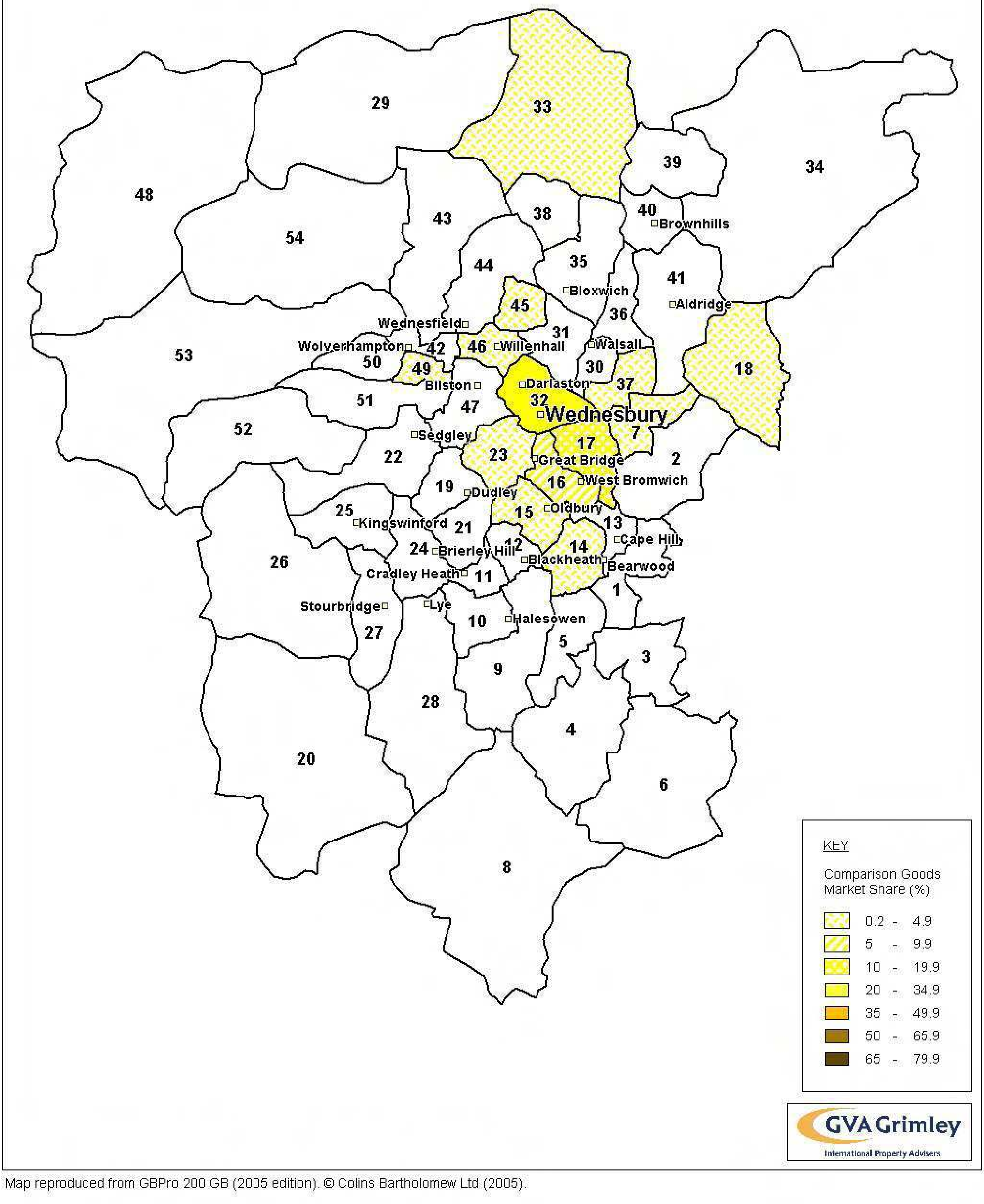
Wednesbury Convenience Goods Market Share



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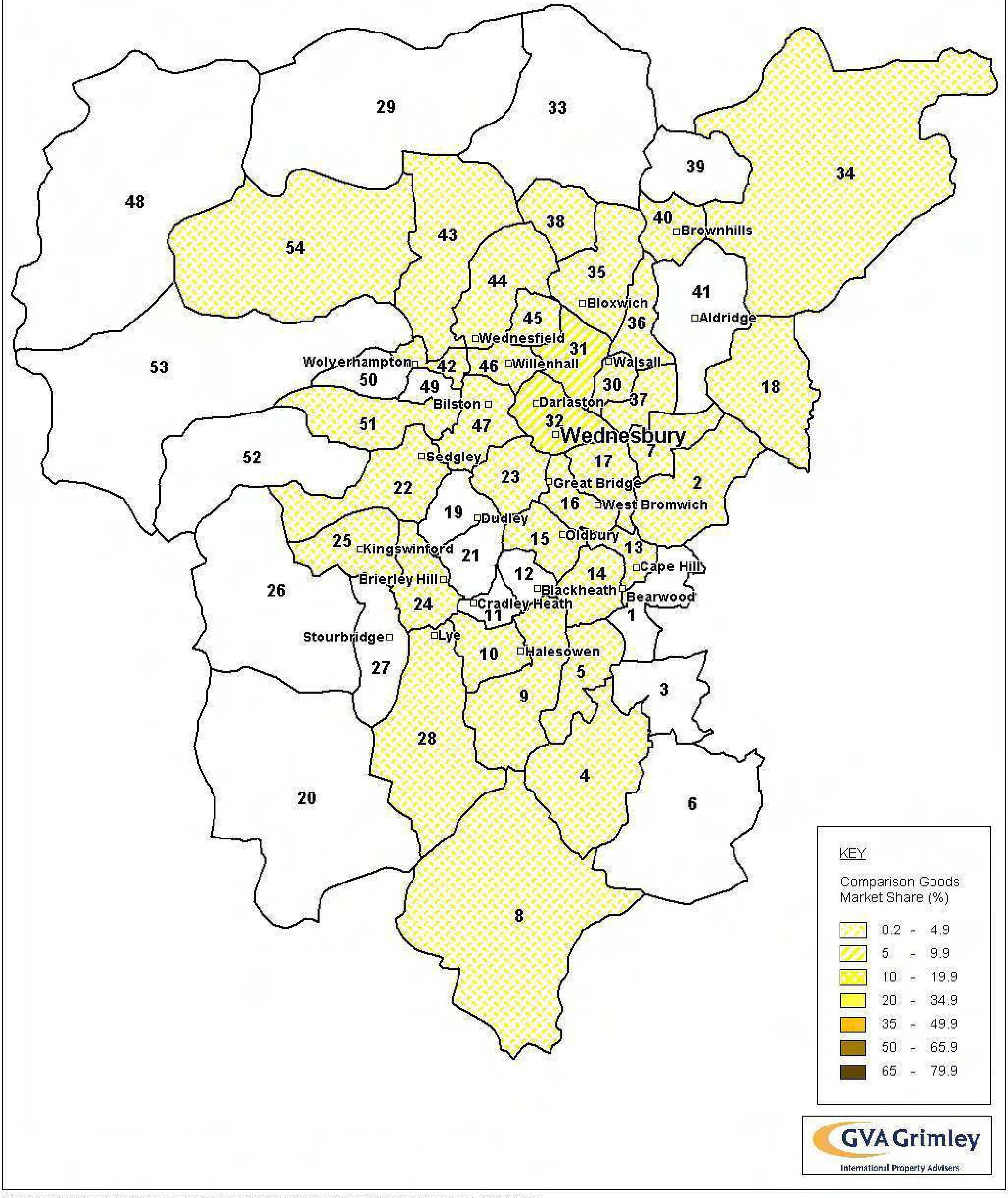
Wednesbury Comparison Goods Market Share



WOLVERHAMPTON

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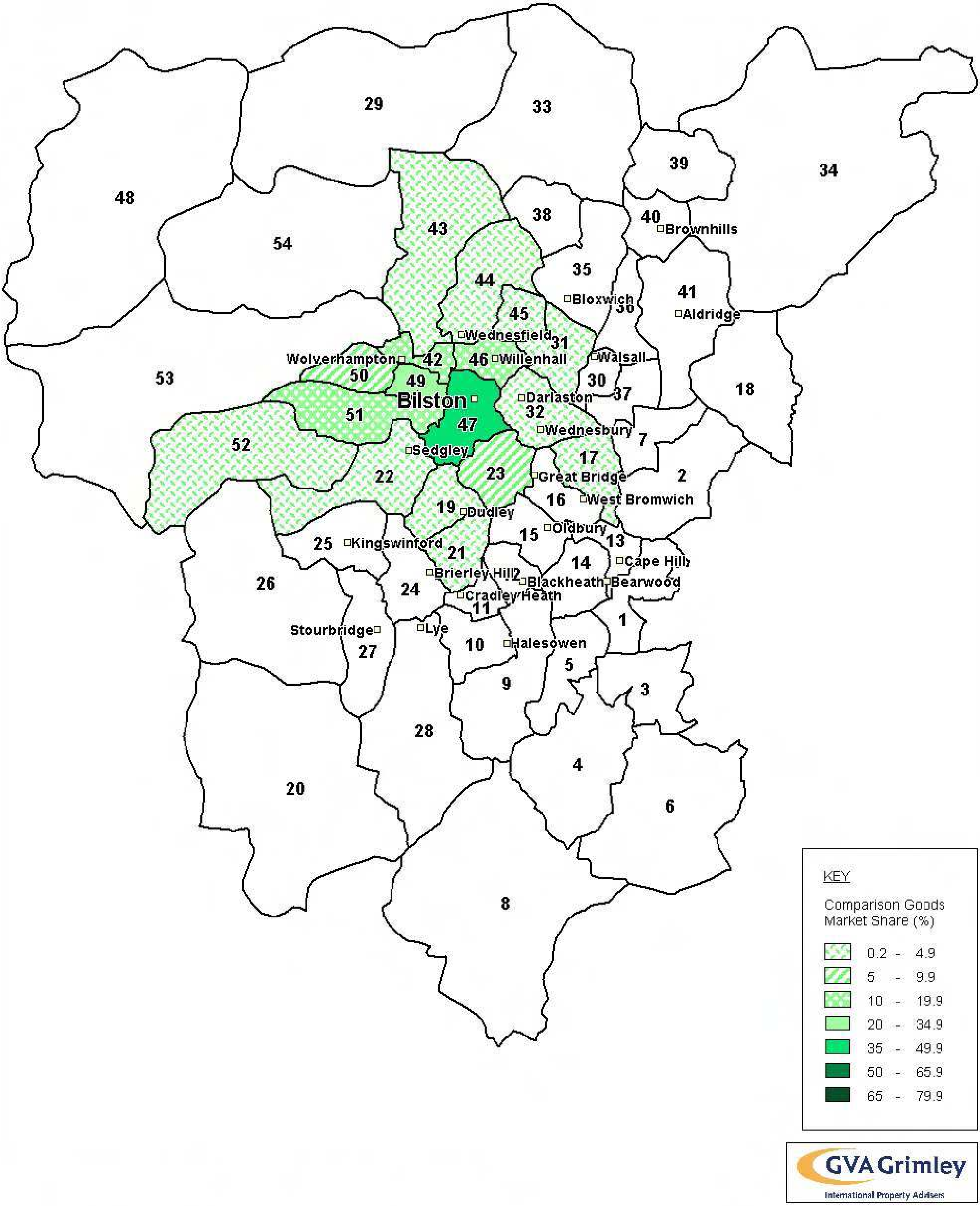
Bilston Convenience Goods Market Share



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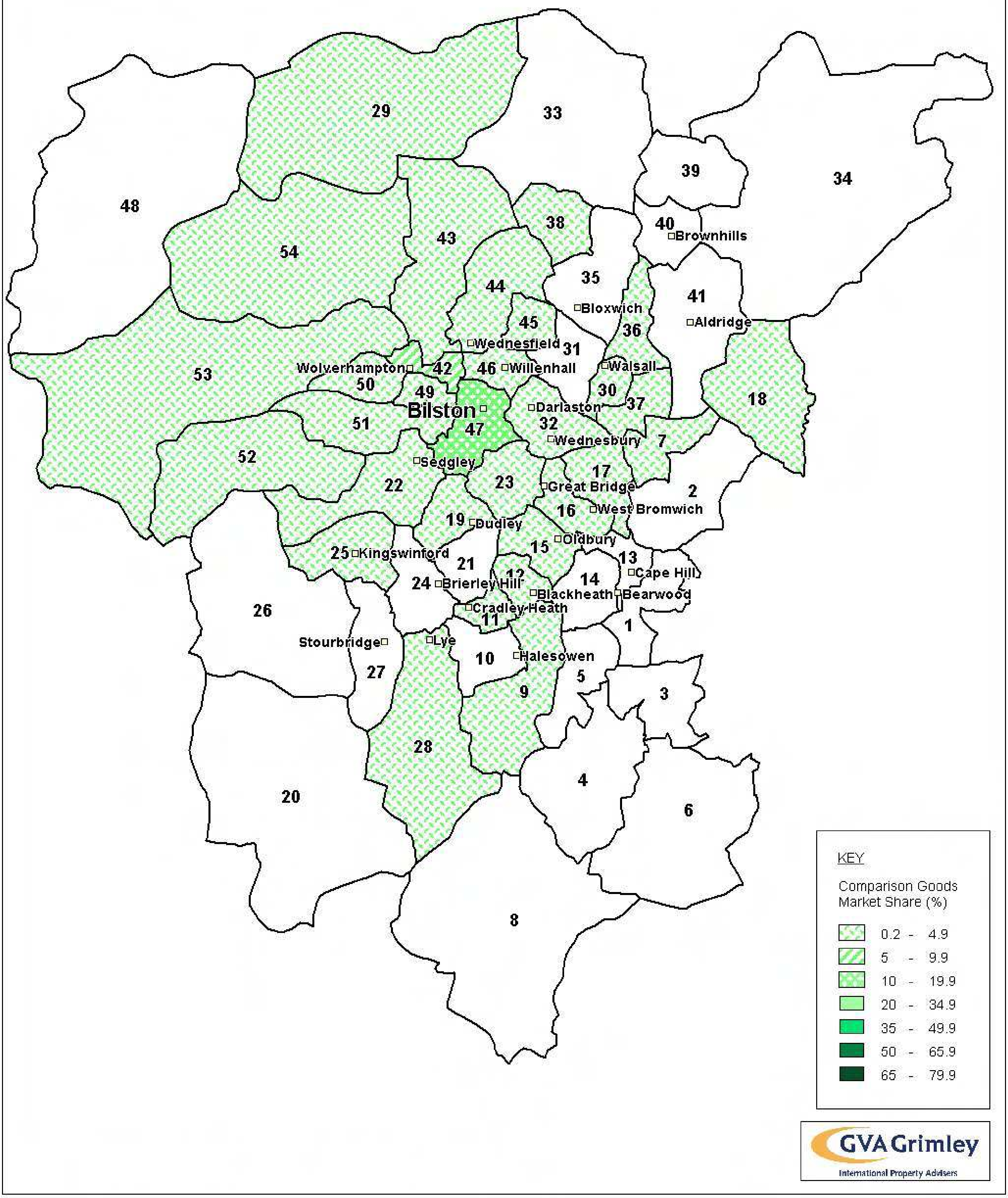
Bilston Comparison Goods Market Share



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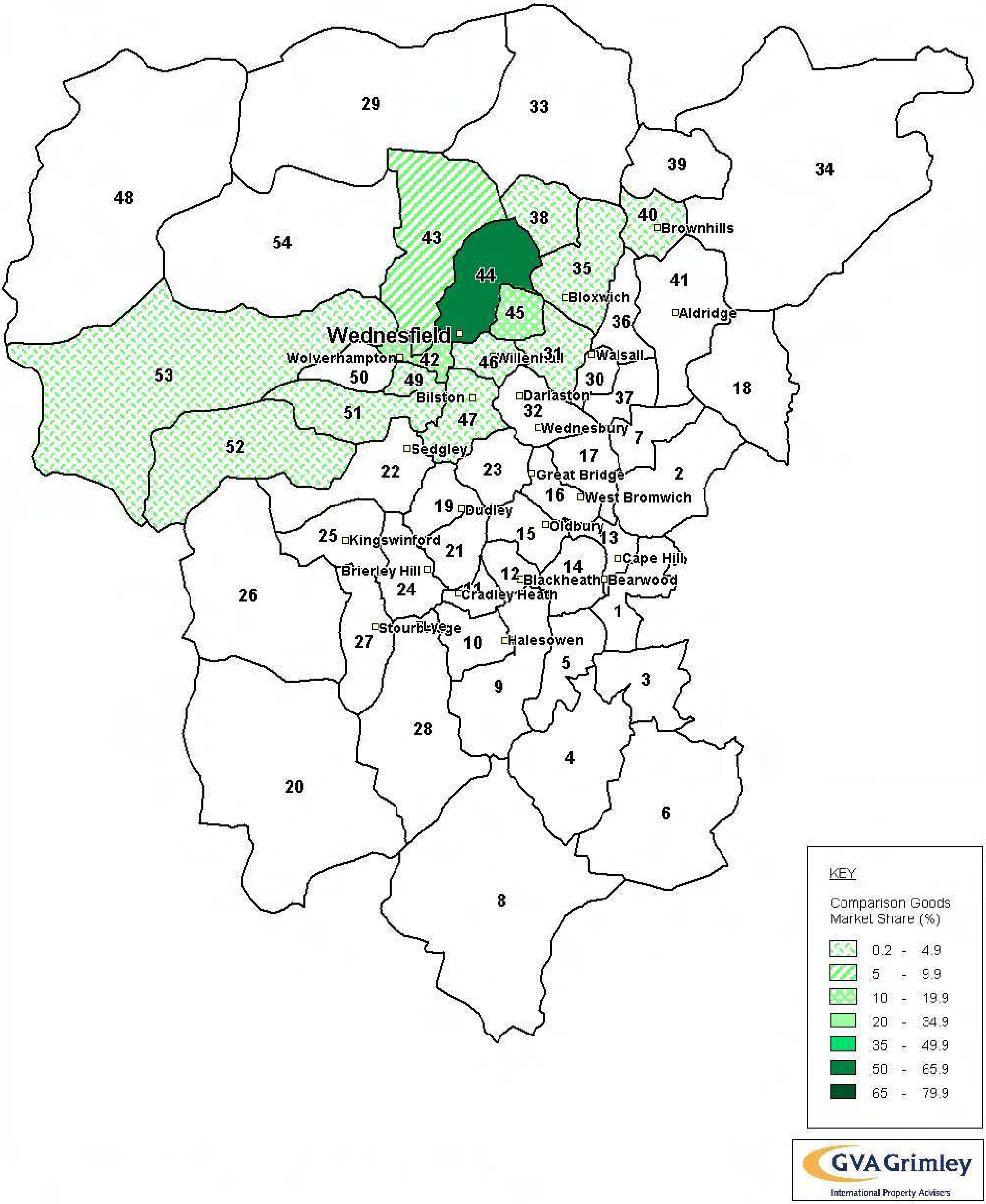
Wednesfield Convenience Goods Market Share



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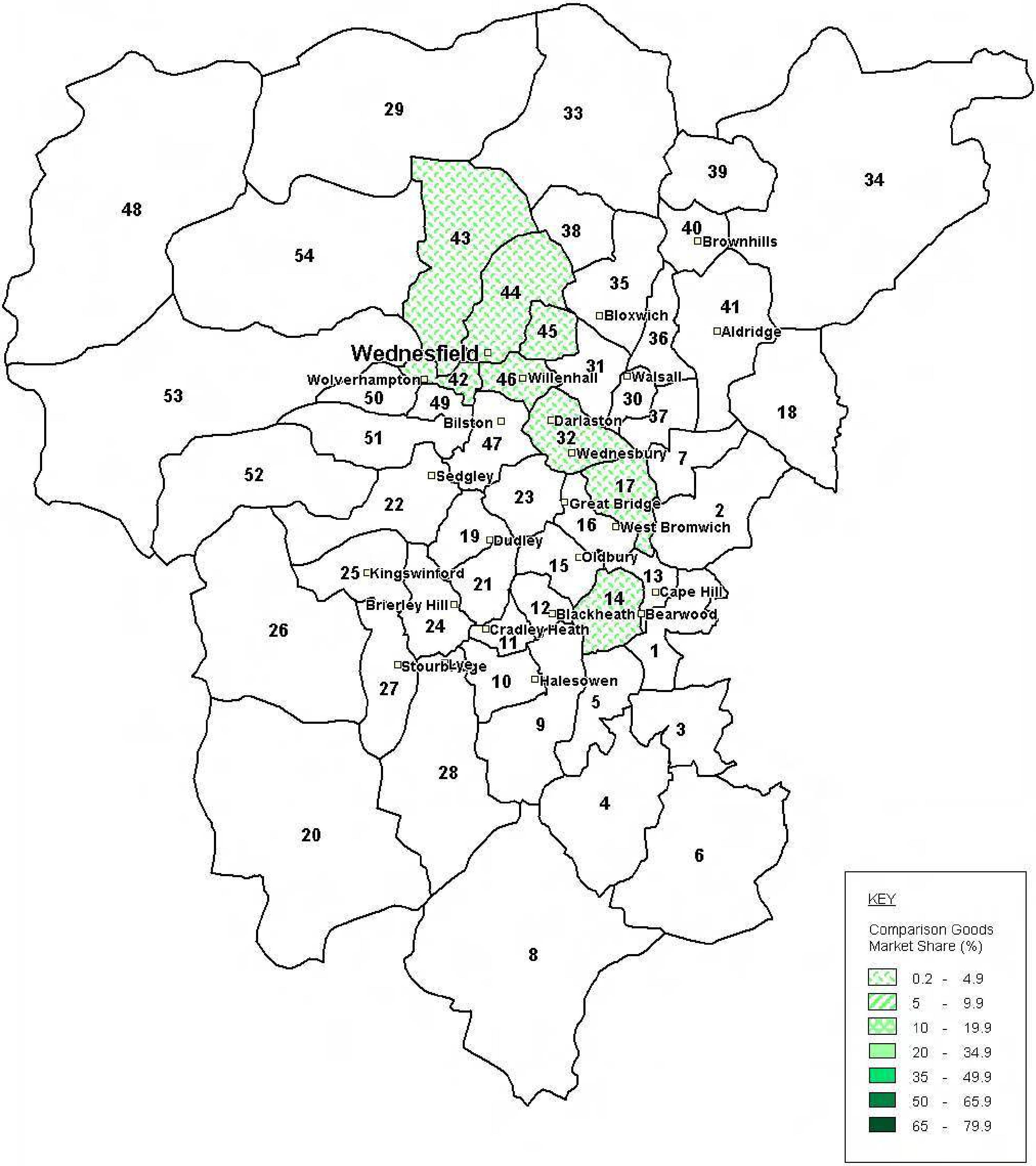
Wednesfield Comparison Goods Market Share



WALSALL

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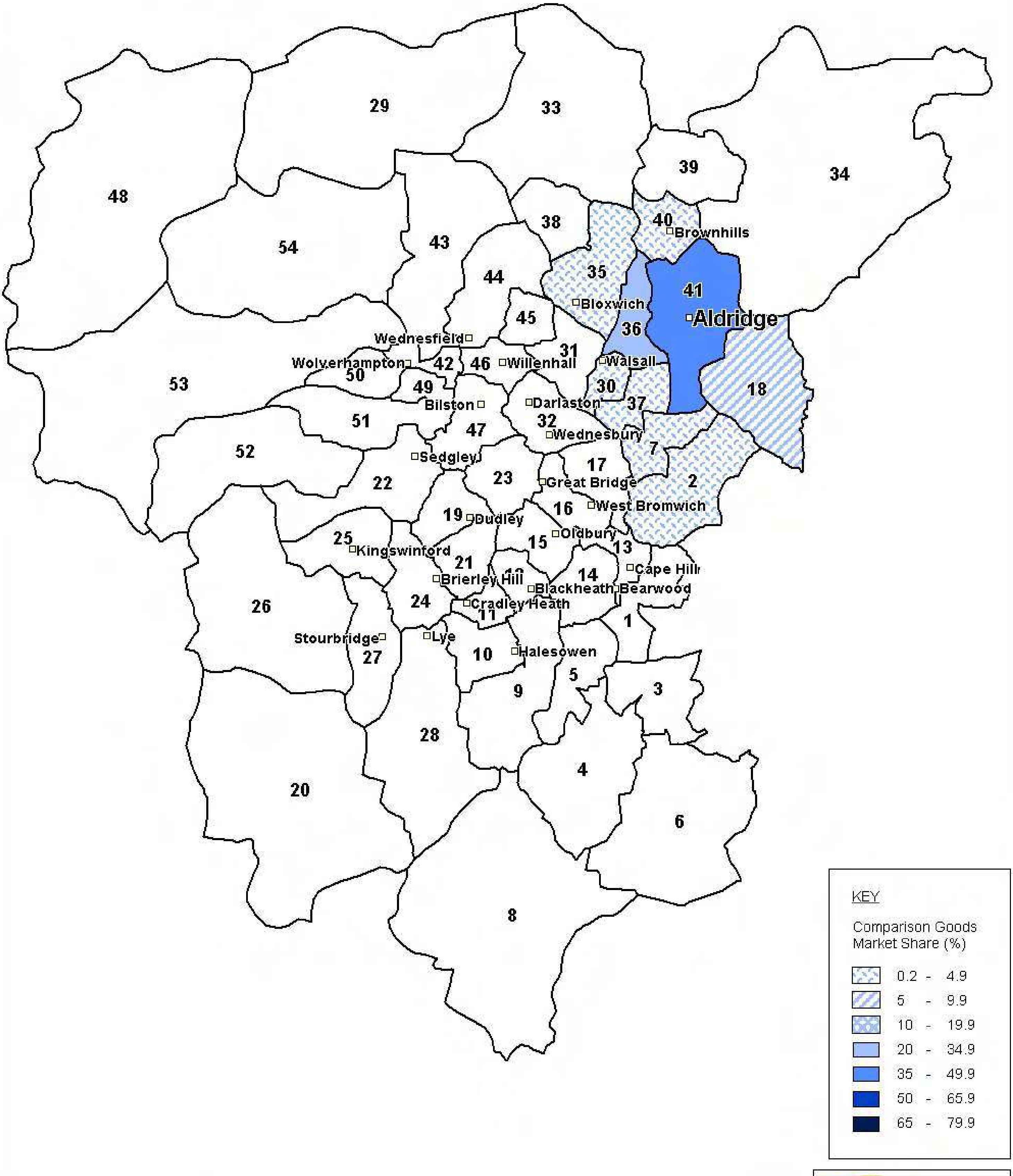
Aldridge Convenience Goods Market Share



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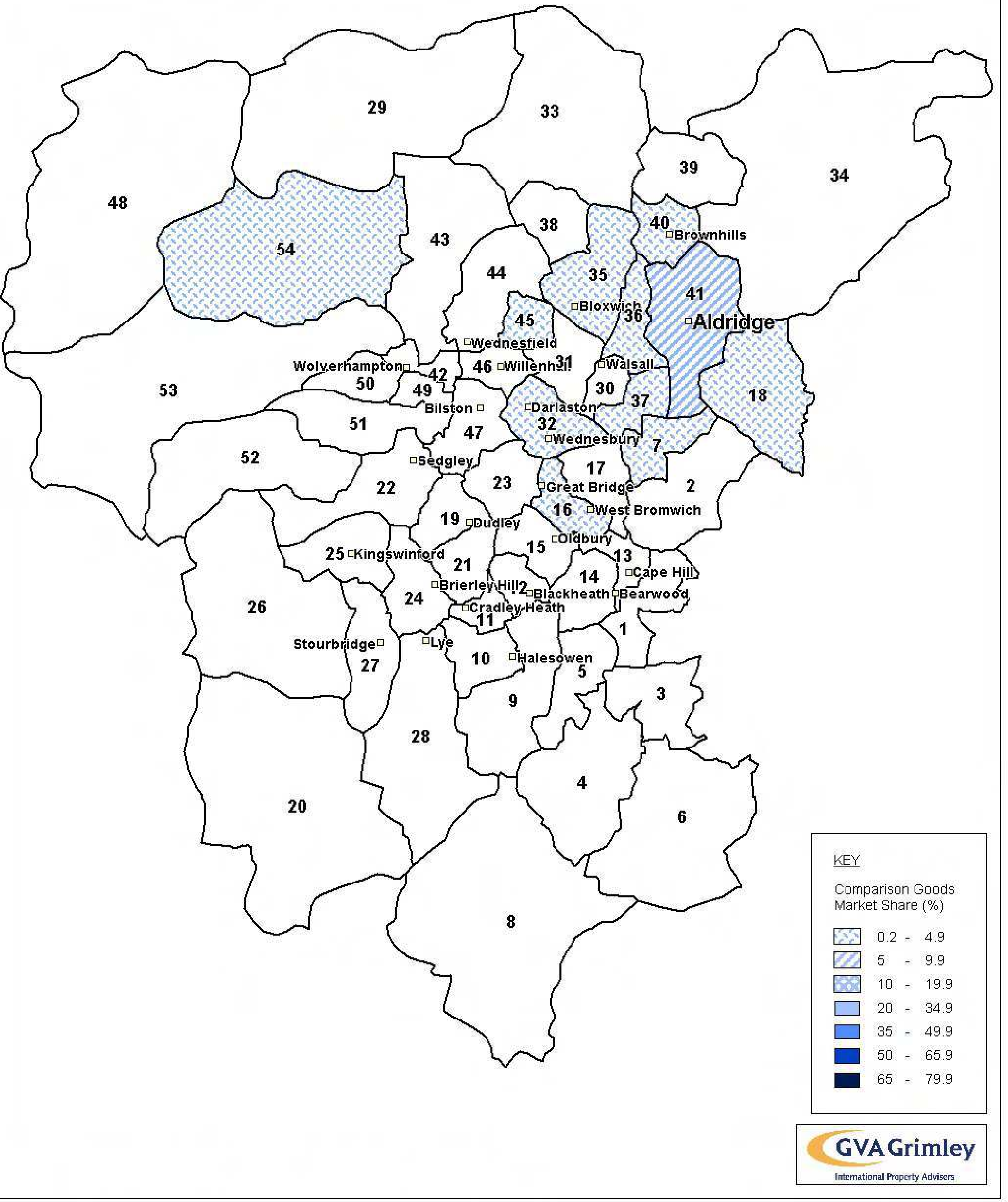
Aldridge Comparison Goods Market Share



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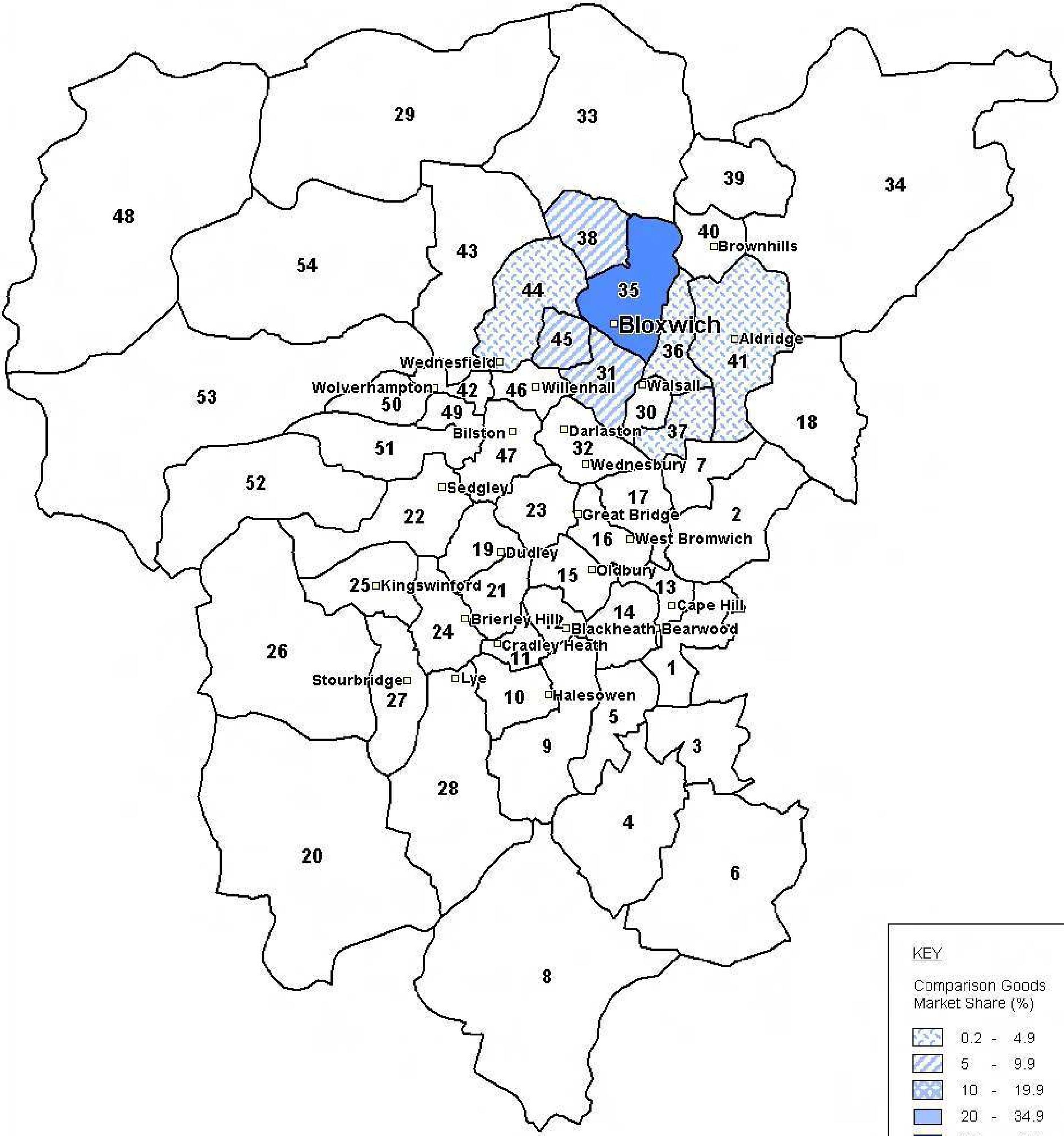
Bloxwich Convenience Goods Market Share



KEY

Comparison Goods Market Share (%)

	0.2 - 4.9
	5 - 9.9
	10 - 19.9
	20 - 34.9
	35 - 49.9
	50 - 65.9
	65 - 79.9

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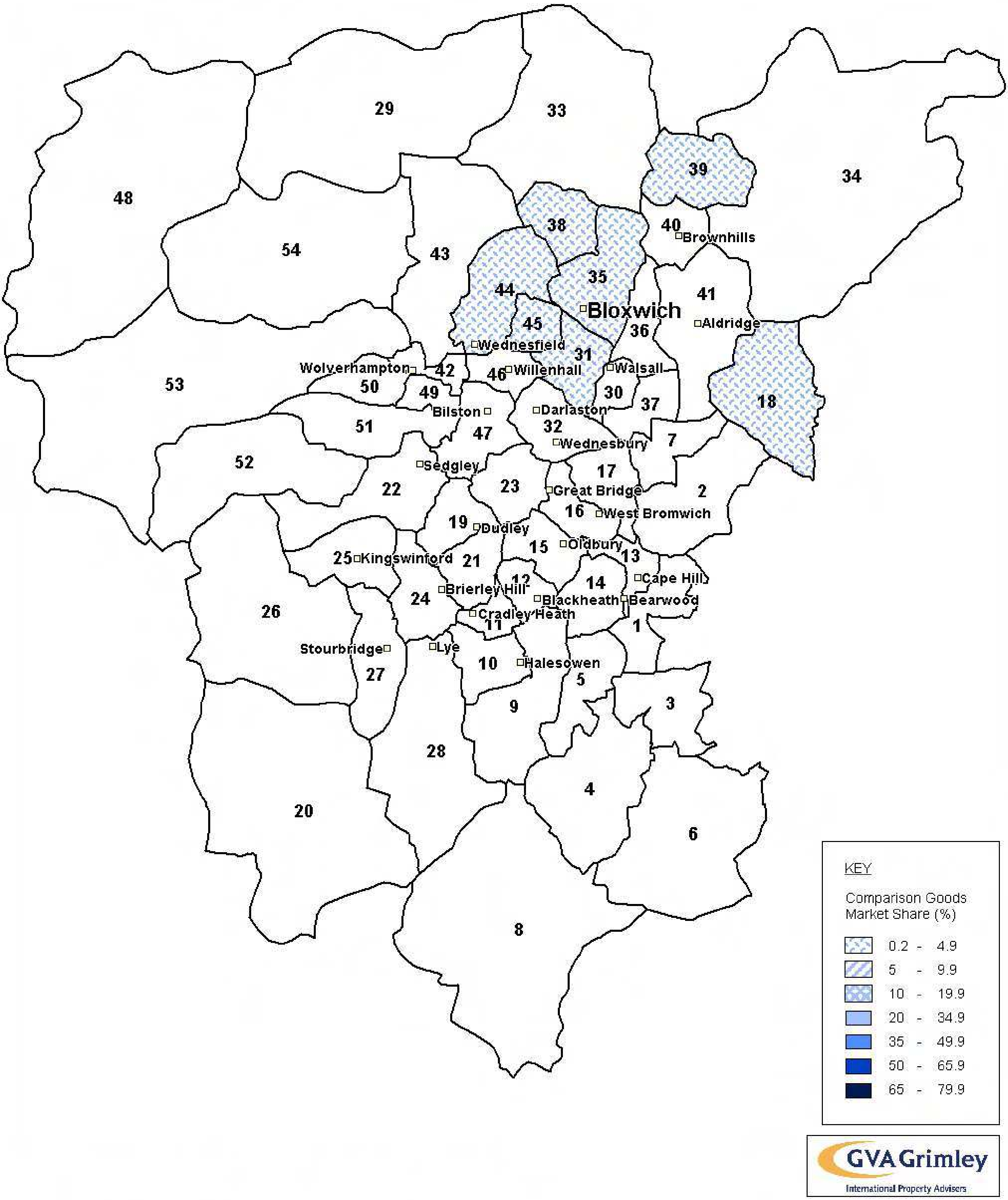
Bloxwich Comparison Goods Market Share



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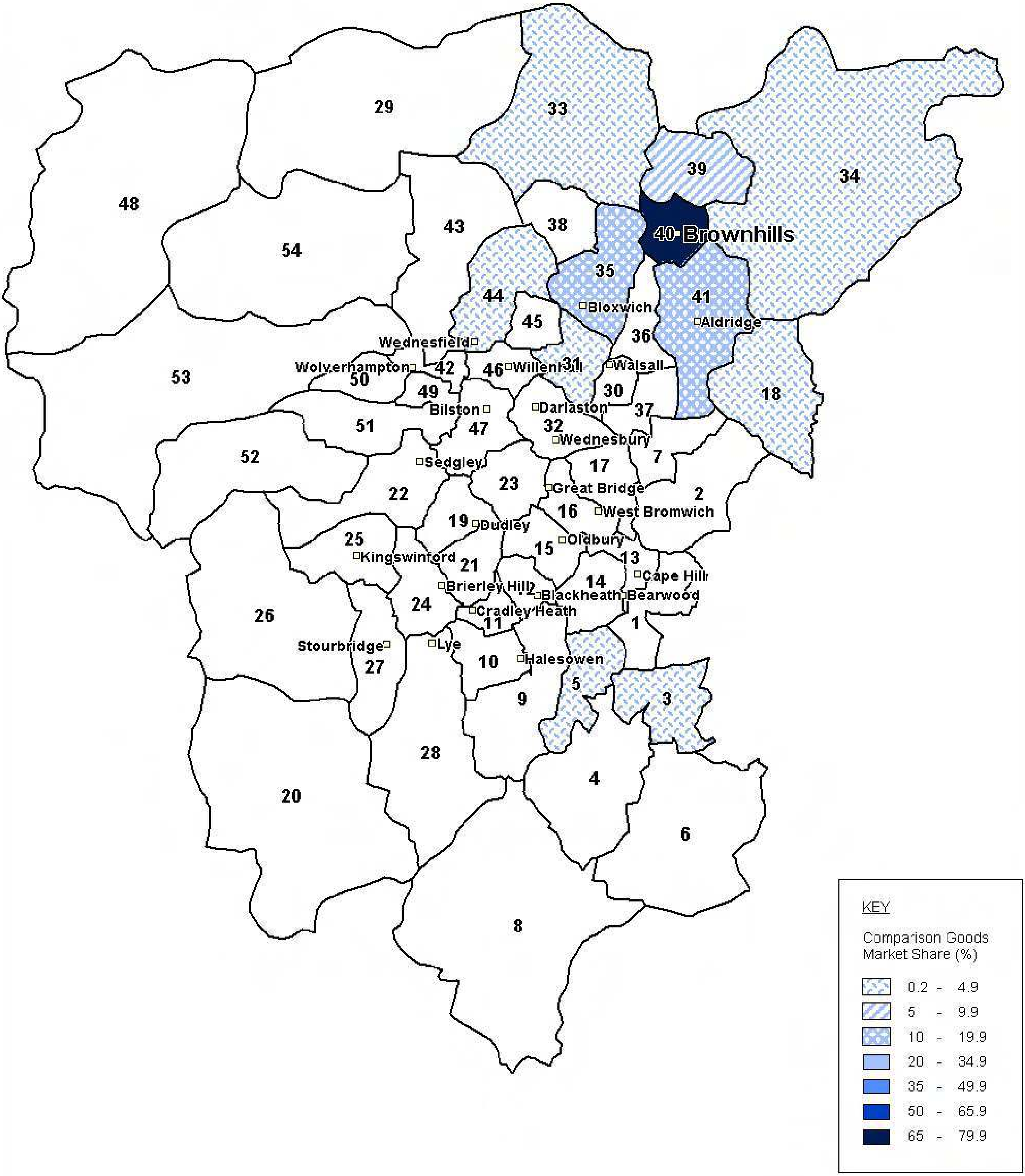
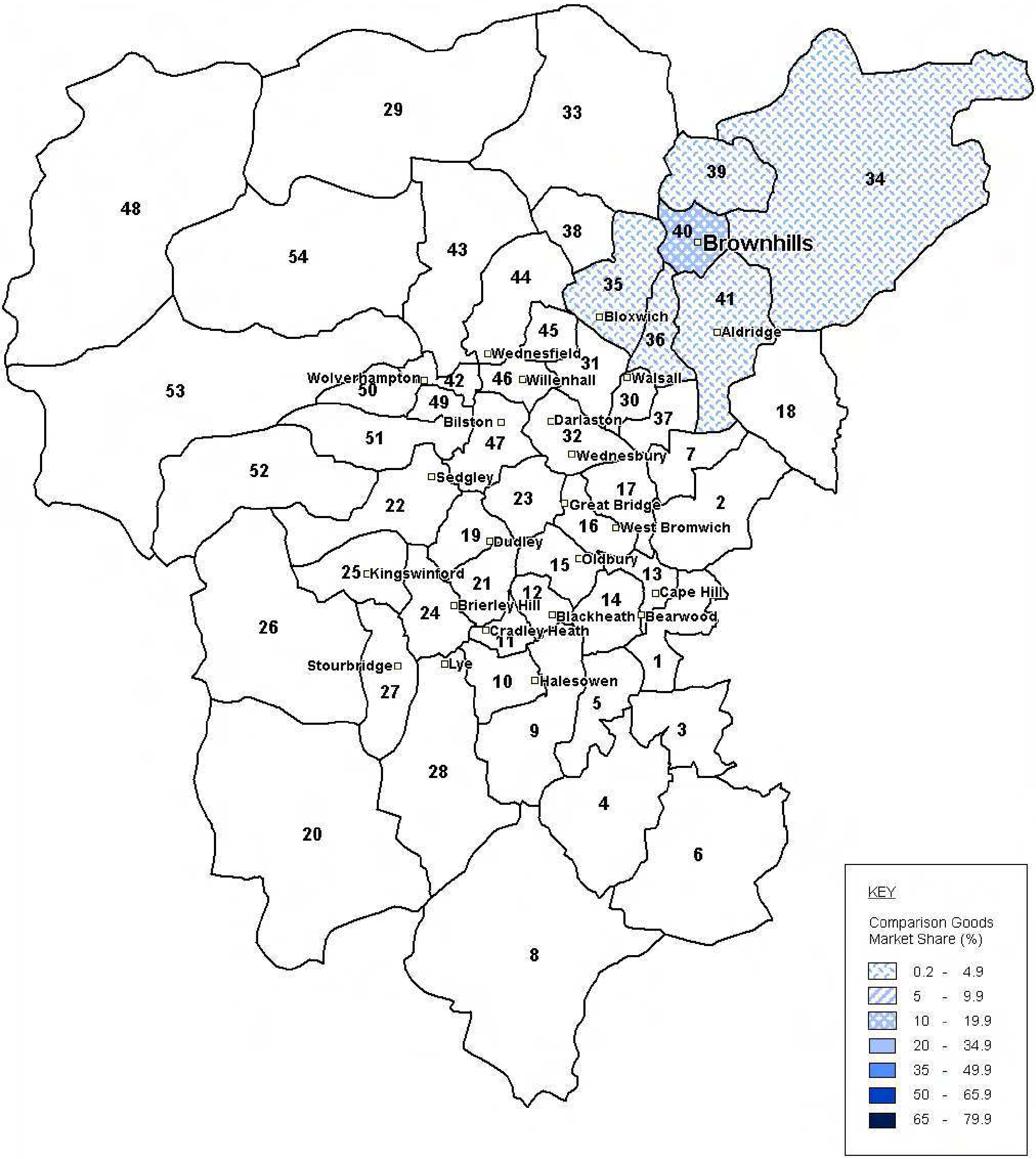
Brownhills Convenience Goods Market Share



BLACK COUNTRY RETAIL STUDY 2009

Brownhills Comparison Goods Market Share



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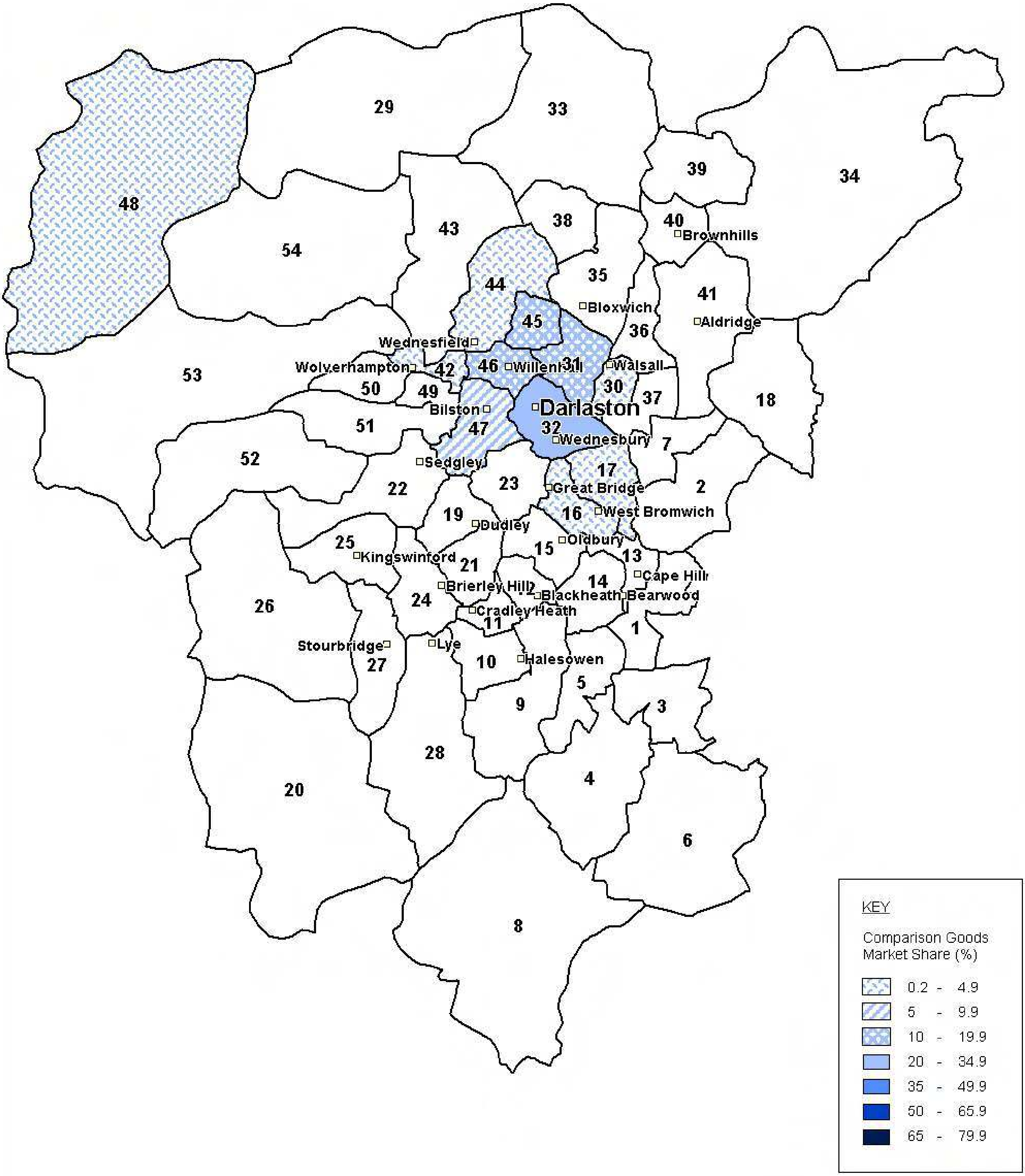
Darlston Convenience Goods Market Share



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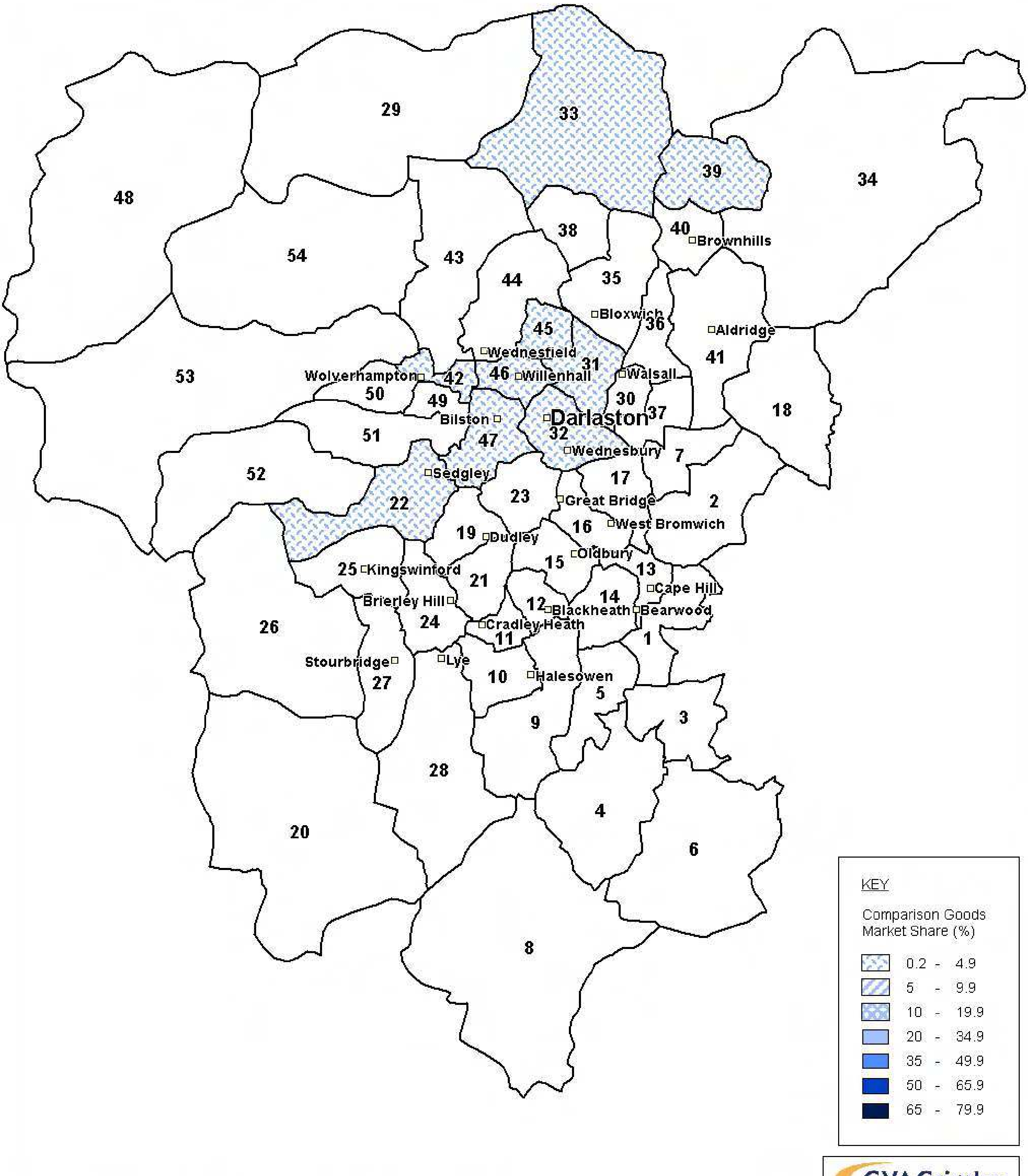
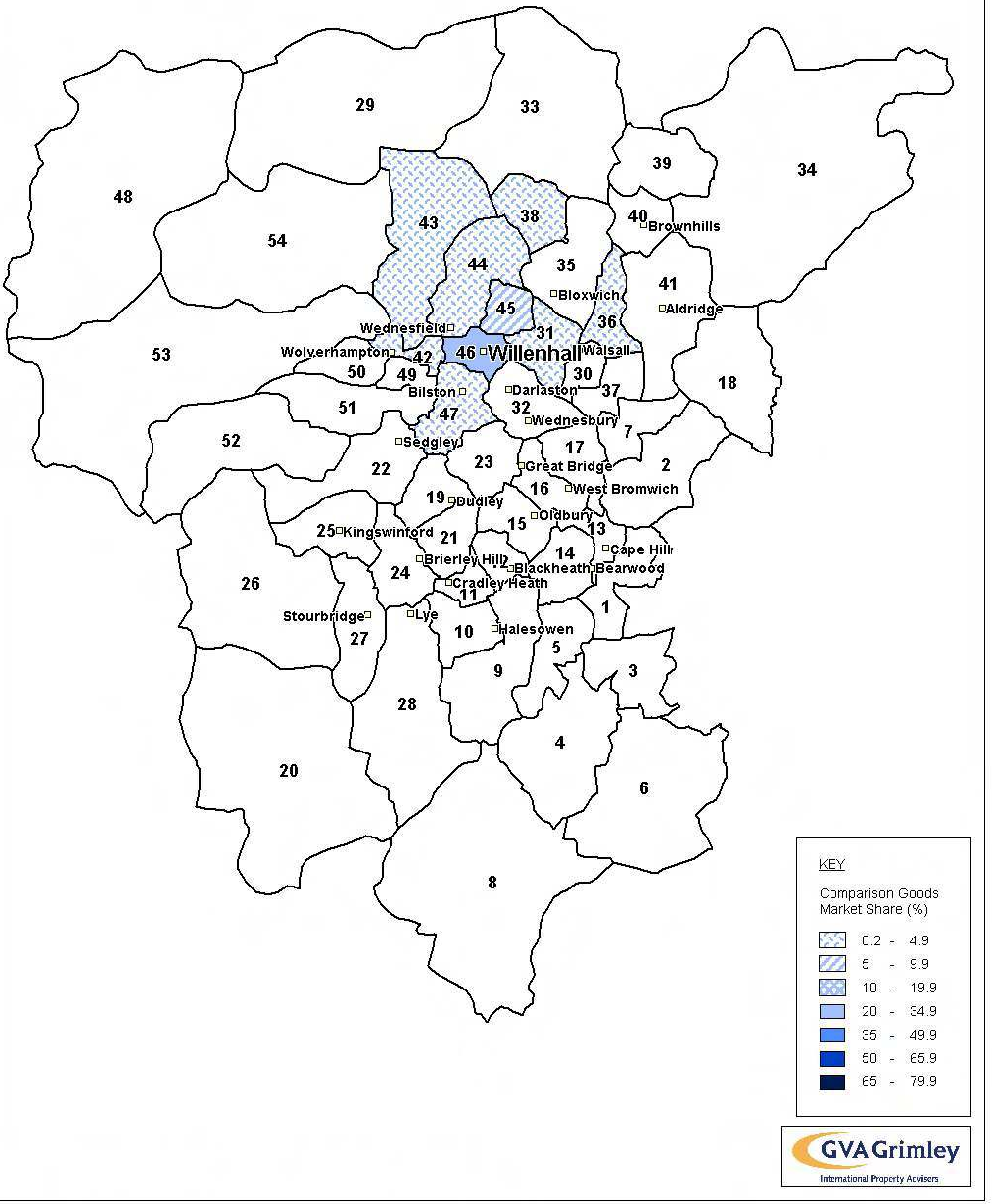
Darlaston Comparison Goods Market Share



BLACK COUNTRY RETAIL STUDY 2009

Willenhall Convenience Goods Market Share



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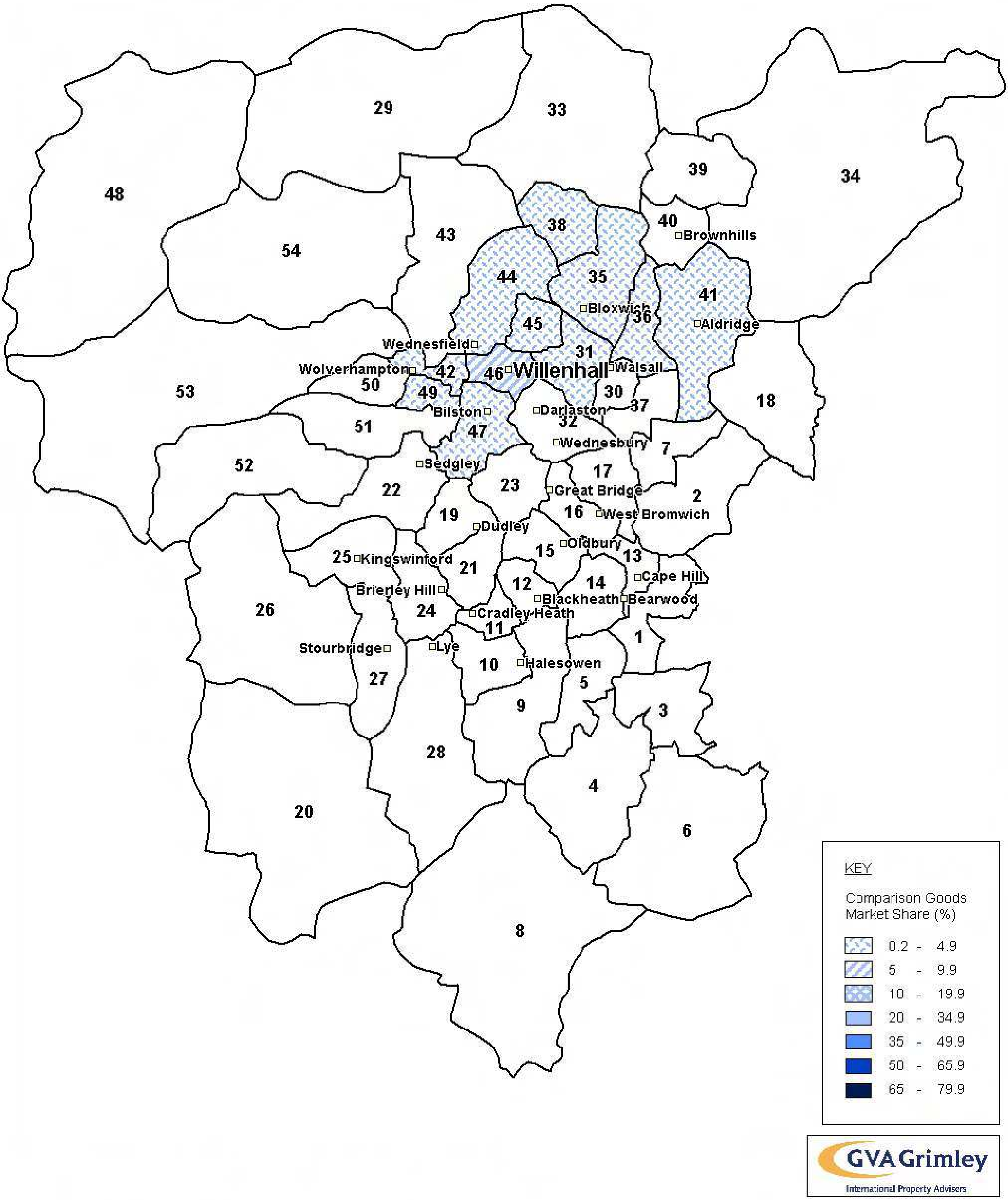
Willenhall Comparison Goods Market Share



DUDLEY LOCAL CENTRES

Name of Centre: Hawne			

Ground floor Composition		Number of Units	Percentage
Retail	Convenience	3	10.0
	Comparison	13	43.3
	sub-total		53.3
Service	Non-retail shops	10	33.3
	Community	3	10.0
Vacant		1	3.3
Total		30	100

Representation		
Anchor Store(s)	Name	Tesco Express
	Floorspace sqm	490 sqm gross
Other Multiple Retailer(s)		
Usually Include	Newsagent	2
	Post Office	✓
	Pharmacy	✓
Occasionally Include	Hot food takeaway	6
	Hairdresser	2
	other shop(s) of local significance	Vets, Doctors Surgery, Opticians, Beauticians, Funeral Directors, Property Management Company, Betting Office, Tattooist.
Commentary (including how elements are provided e.g. individually/ by one unit, observations of uses/ vacancies on upper floors)		There appeared to be only one vacant unit in the area and this seemed to be simply because the occupier had moved next door to larger premises. There were not a great number of 'To Let' or 'For Sale' signs and most upper floors appeared to be in use for residential purposes or offices which related directly to the ground floor use. The shops and facilities and types of businesses provide an ideal mix of uses for a small local centre. The centre provides a pleasant environment where the local people can purchase day-to-day needs and also some specialist shops which would draw customers from a wider area. Most of the buildings appear to be in fairly good repair although facia enhancements would be beneficial.

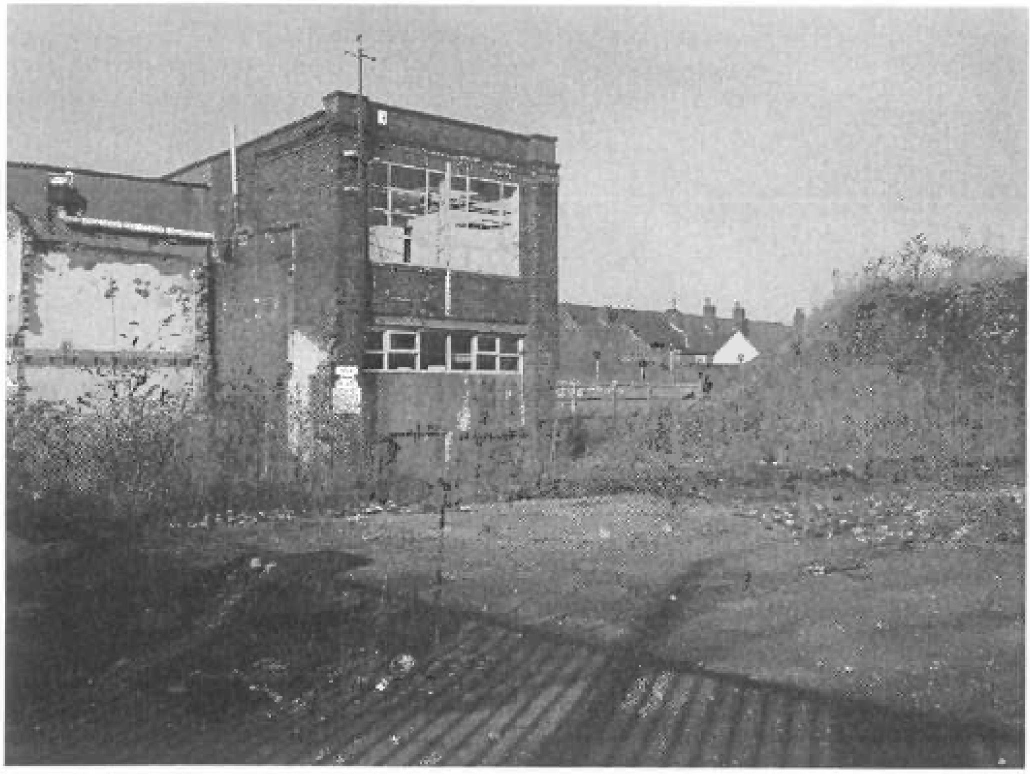
Community	
List of Facilities (e.g. church, library, community centre)	There is a Church with associated community meeting hall at the Eastern end of the shopping parade. There was a cash machine located outside Tesco. There is also a BP service station located at one end of the shops although it was felt that this did not need to be included within the proposed boundary.
Commentary (e.g. focus of these facilities for community identity, dependency of local community on these facilities)	The Church was in use for a meeting at the time of the survey and had numerous fliers up advertising events, meetings and functions taking place in the Church. It would therefore appear that the Church and meeting hall operates as a small community centre within the locality.

Accessibility	Commentary
Public Transport (e.g. on strategic bus route, frequency of services, proximity of bus stops/ metro)	This shopping area lies on a strategic road network within the Borough and also on a bus showcase route and bus investment route. There were two main bus stops noted in this area, one on either side of the road, and a number of heavily used buses were noted stopping in Hawne during the course of the survey.
Pedestrian Linkages (e.g. footpaths/ pedestrian or pelican crossings/ pedestrianised areas)	There were two pedestrian crossings crossing the busy Stourbridge Road - both were at each end of the shopping parade. For the size of the proposed centre, it was considered that two crossings were adequate. The footpaths were of suitable width although there were a number of potholes and uneven surfaces on the footpaths which could pose problems for pushchairs and those of limited mobility.
Cycling (e.g. number of cycle spaces, proximity of cycle lanes/ cycle routes)	There were no cycle spaces, cycle lanes or cycle routes noted in this area.
Car Parking (e.g. on/off street/ numbers of spaces/ quality/ how provision compares relative to number of units)	Car parking provision is very good for a small shopping area. There were 27 spaces counted outside the Tesco Express and all the shops had a few spaces each at the front - there are approximately 20 parking spaces infront of the shops on the left hand side of Alexandra Road and approximately 7 spaces on the section of shops on the right side of Alexandra Road. There are also private spaces at the Church, Doctors Surgery and the Vets. Most of these spaces outside the shops (apart from Tesco's) are not identified by any ground markings and much of the surfaces are uneven. A number of cars were viewed parking on grassed areas to the front of the shops on the right side of Alexandra Road, therefore suggesting that there were not adequate parking spaces available. However, there were numerous other spaces available and those parking on the grass appeared to do so to be as close as possible to the shop which they were visiting. The amount of car parking spaces seemed relative, or slightly overly sufficient, compared to the amount of shops in the area. It would be beneficial to have the parking bays infront of the shops marked out and a small ridge around the grassed area to prevent parking on the grass at the front of the shops. Double yellow lines were marked along the full length of the main Stourbridge Road which runs through this shopping area therefore prohibiting parking along the main road. There was no illegal parking noted during the site visit.
Environmental Quality	
Commentary (observations of state of built/ natural environment)	Hawne presents a relatively attractive small shopping centre. There were no problems of litter or graffiti noted during the site visit and the area gave a pleasant impression. Some of the buildings were especially attractive, such as the Funeral Directors at the Western entrance to the local centre (photograph B). This building provides an attractive beginning to the shopping parade and improves the townscape. Within the proposed boundary, there were not many trees noted. However, the larger houses on the left side of the Eastern boundary had a number of trees and greenery at the fore which added to the pleasant environment. There are also some new houses immediately outside the proposed boundary at both ends of the shopping area and these add to the pleasant, clean image.

Development Opportunities	
Commentary (e.g. text to include appraisal of development opportunities on sites within/ edge of centre/ upper floors)	There would be potential within the proposed centre for redevelopment of some of the ground floors within residential units to become retail. There is also an area of waste land between the cycle shop and the television sales shop which is currently overgrown and used for fly-tipping. it is understood that a fast-food chain were interested in redeveloping this piece of land, however, due to a number of reasons, this proposal did not go ahead. However, the location of this land would lend itself to development suitable within a local centre such as retail with residential above.
Any other comments	
Commentary(any other observations/points of note)	It would appear that 'Hawne' already operates a small local centre providing for the day to day needs of the local community. The Tesco Express was busy and seemed to draw trade from the nearly residential areas as well as people stopping on the way past in cars.
Summary	
Commentary (summary including strengths/ weaknesses/ opportunities/ threats)	**Strengths -** functions as a local centre providing day to day provisions and some specialist goods. Only one vacant unit and no 'for sale' or 'to let' signs indicate that demand for units in this area is good. Hawne is a pleasant village-type area. **Weaknesses -** the parking at the Eastern end of the centre was difficult and indistinct. The main Stourbridge Road is very busy and traffic travels quickly along this road. It may be necessary to install more traffic calming measures. **Opportunities -** there may be potential for some of the residential units to change use to retail on the ground floor which would allow more diversity in the centre. There are also development opportunities on the edge of centre for residential uses. **Threats -** almost 20% of the town centre uses are take-aways. This is quite a high proportion for a small local centre and it may undermine the vitality of the centre if any more were to open. The Tesco probably draws trade away from the smaller convenience stores.
Recommendation	
Commentary (e.g. no change, potential movement within hierarchy, altering centre boundary line)	It is recommended that Hawne becomes designated as a new Local Centre under the Dudley Local Development Framework.

Photograph A: Parade of shops at western end of the proposed local centre

Photograph B: waste land adjacent to bike shop



Photograph C: Development Opportunity Site outside eastern boundary

Hawne Local Centre

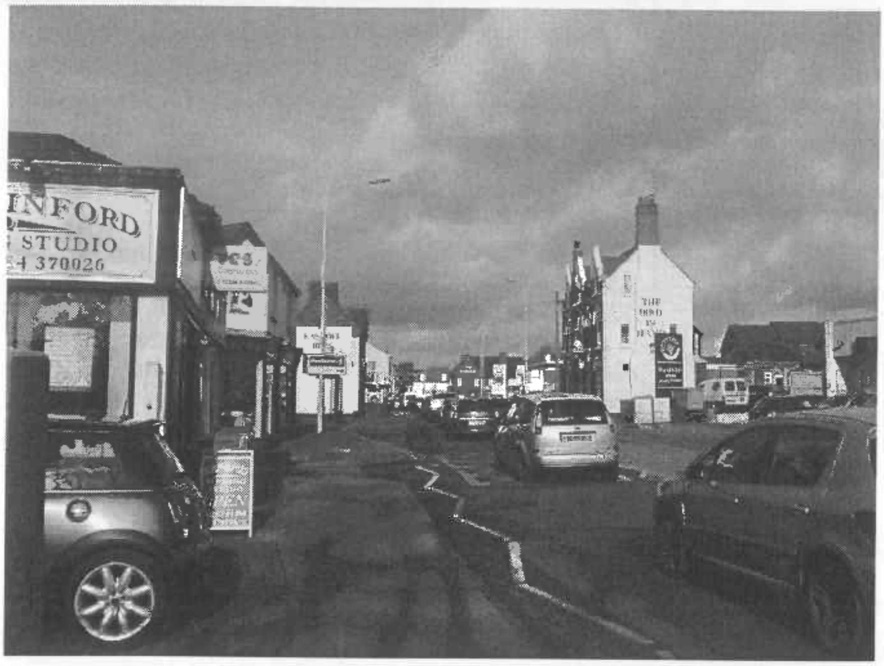
Surveyed March 2009

Name of Centre: Oldswinford			
Ground floor Composition		**Number of Units**	**Percentage**
Retail	**Convenience**	4	7.5
	Comparison	22	41.5
	sub-total	25	49.1
Service	**Non-retail shops**	22	41.5
	Community	4	7.5
Vacant		1	1.9
Total		53	100

Representation		
Anchor Store(s)	**Name**	Tesco Express
	Floorspace sqm	490 sqm
Other Multiple Retailer(s)		
Usually Include	**Newsagent**	1
	Post Office	1
	Pharmacy	1
Occasionally Include	**Hot food takeaway**	4
	Hairdresser	2
	other shop(s) of local significance	Doctors, Dentist x2, Public Houses x3, Restaurants x2, Furniture Shops x2 and a Graphic Design Studio.
Commentary (including how elements are provided e.g. individually/ by one unit, observations of uses/ vacancies on upper floors)		Much of the centre consists of traditional two storey terraced units with pitched roofs. It appeared that most of the upper floors were used for residential uses or offices and storage uses related to the ground floor shop. There were also a number of infill developments with 1960's style character frontages (Photograph A). At the time of the survey, Oldswinford benefited from a low vacancy rate with only one vacant unit recorded. t/here were no 'To Let' or 'For Sale' signs noted at the time of the survey. Tesco Express was visibly the most frequently visited shop and comprised of a Tesco supermarket alongside a petrol station. There is also a clothing and shoe bank and cash machine at Tesco's.
Community		
List of Facilities (e.g. church, library, community centre)		There was no Church or community centre within the main shopping area, however, there was a Church visible out of the boundary on Hagley Road heading towards Stourbridge.
Commentary (e.g. focus of these facilities for community identity, dependency of local community on these facilities)		N/A

Accessibility	Commentary
Public Transport (e.g. on strategic bus route, frequency of services, proximity of bus stops/ metro)	There was only one bus stop visible on Hagley Road which offered the following West Midlands travel services: No's 242 and 242A - Dudley to Stourbridge via Oldswinford
Pedestrian Linkages (e.g. footpaths/ pedestrian or pelican crossings/ pedestrianised areas)	Oldswinford had a fair footfall at the time of the survey and people were viewed in almost all areas. The most frequented area is Tesco Express and petrol station. The centre is situated at the cross roads of Hagley Road and Health Lane, both of which are main roads and carry strategic traffic through towards Stourbridge. There is only one pedestrian crossing which made it difficult to cross the road. Footpaths are fairly wide and shops can be easily accessed.
Cycling (e.g. number of cycle spaces, proximity of cycle lanes/ cycle routes)	No cyclists were observed in the centre at the time of the survey and there are no security lock-up racks.
Car Parking (e.g. on/off street/ numbers of spaces/ quality/ how provision compares relative to number of units)	▪ 19 spaces at Tesco ▪ 21 spaces at The Cross Public House ▪ 28 behind the Bird-in-Hand Public House ▪ Approximately 35-40 unmarked spaces at the rear of Heath Lane ▪ 6 on-street parking spaces on Hagley Road ▪ Approximately 8 spaces on the northern end of Hagley Road, at the front of the shops Some illegal parking on double yellow lines was observed on Hagley Road. A significant number of car parking spaces in the local centre are at the rear of the main shopping area in a car park offering free parking, and at Tesco's. The two Public Houses have parking at the rear one which applies a parking charge, and the other which is only suitable for customers using the pub. The provision appears to be over-adequate relative to the number of units in the centre but yet some people still prefer to park on the main road rather than walk the short distance from the large car park situated just off Heath Lane. This may be because some shoppers are just passing through Oldswinford and are stopping off briefly to buy small convenience items.
Environmental Quality	
Commentary (observations of state of built/ natural environment)	The centre had a pleasant 'village' feel to it and was fairly busy with a good atmosphere. Some of the upper floors in the terraced units on the High Street have a slightly tired appearance but in general the overall look of the centre was very attractive (photographs A and C). There were 7 bins recorded in the centre and it was notably clean and tidy. There was also a recycling bank in the main car park at the rear of the main shopping area, and another beside Tesco Express. At either end of the main shopping area, there were some very attractive privately owned houses which help to give a sense of a natural boundary to the new centre (photograph D).

Development Opportunities	
Commentary (e.g. text to include appraisal of development opportunities on sites within/ edge of centre/ upper floors)	There was only one vacant site in the centre that was situated close to the doctor and dentist surgery off the main shopping area and would be more suited to a house than a shop. The area is a built up urban area and any new small-scale development would be in-fill development. Any larger scale development to occur would most likely involve whole scale demolition and complete redevelopment.
Any other comments	
Commentary(any other observations/points of note)	Crime & Safety: There were no visible signs of crime recorded in Oldswinford at the time of the survey. The centre is perceived as a reasonable safe area by day and because almost the entire centre is on a main road and it is assumed to also be reasonably safe later in the evening. Good natural surveillance is offered during the day from visitors, the shop units themselves and the traffic. Almost everywhere is overlooked in one way or another. No CCTV was observed at this location.
Summary	
Commentary (summary including strengths/ weaknesses/ opportunities/ threats)	**Strengths -** functions as a centre with good mix of individual shops an services which provide for day-to-day needs and some speciality shops Car parking is abundant. The centre is not run-down nor does it feel unsafe. **Weaknesses -** inadequate pedestrian crossing. Crossings would be appropriate on all roads at the busy crossroads. **Opportunities -** enhancement of bespoke shops. The 'tired' looking facades could be revamped to a style suitable to the surroundings. **Threats -** if the Tesco Express was to become any larger, it may have a negative effect on the rest of the local centre.
Conclusion	
Commentary (e.g. at risk, stable, significant potential for future development)	The village at Oldswinsford clearly has the potential to become a fully functioning local centre and should be recognised as such through the Local Development Framework.
Recommendation	
Commentary (e.g. no change, potential movement within hierarchy, altering centre boundary line)	It is felt that Oldswinford already functions as a local centre in PPS6 terms. On arrival in the area a sign welcomes visitors into the 'Village of Oldswinford' and it is clear to see that the shopkeepers and local people view this area as a small centre.
	From the survey undertaken, Oldswinford is considered a vibrant and fully operational local centre with all the necessary components which would warrant local centre status for this area. The centre has a good mix of shops and services and provides well for the day-to-day needs of the locality as well as offering some specialist shops.



Photograph A. View of main shopping area taken from southern end of proposed centre boundary

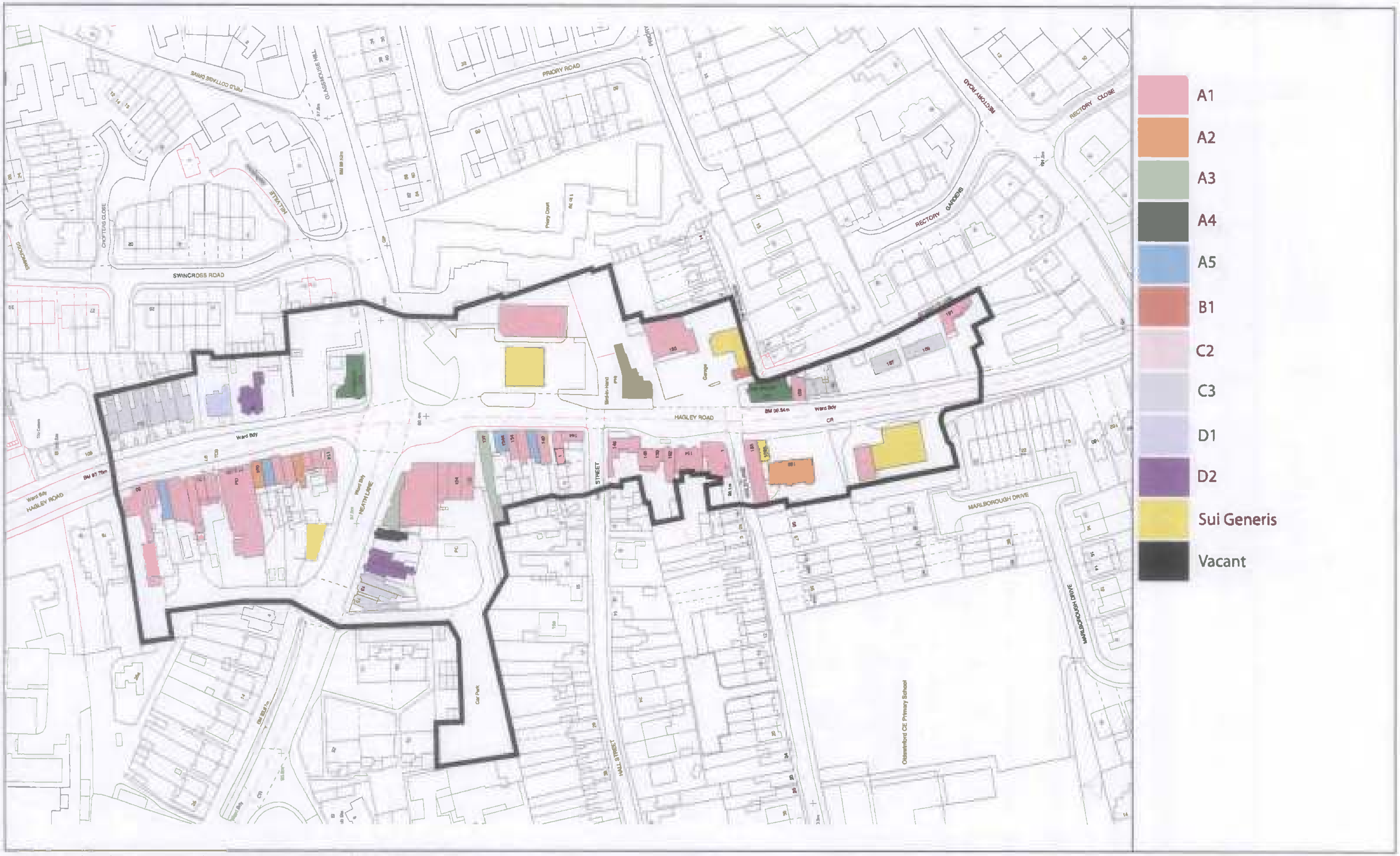
Photograph B. Northern end of Hagley Road towards Stourbridge (taken outside The Cross pub at the junction of Heath Lane and Hagley Road)

Photograph C. Buildings at the southern end of the centre – shows the attractive character of a number of the buildings

Photograph D. Attractive houses at the north end of the centre

Oldswinford Local Centre

Surveyed March 2009



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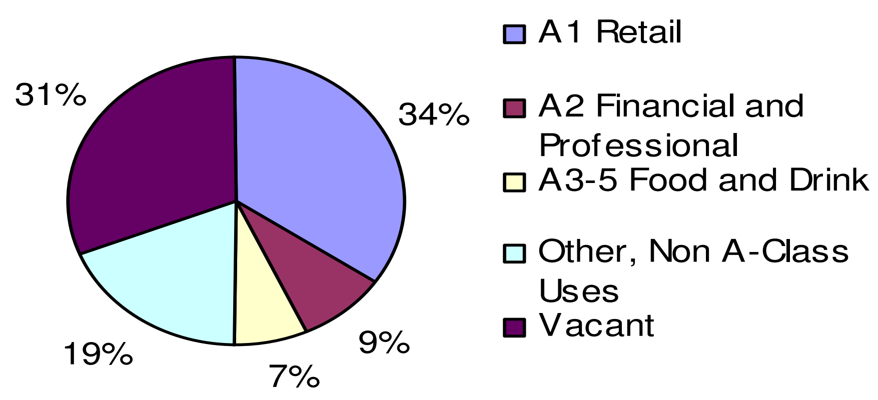
Shell Corner Local Centre

Survey Results

Table 11: Break of uses within centre as a whole/ protected frontage

Use Classification	Units in Area	% of Area	Units in PF	% of PF
A1 Retail	30	26.1	20	34.5
A2 Financial and Professional	8	7.0	5	8.6
A3 Restaurants & Cafes	2	1.7	1	1.7
A4 Drinking Establishments	0	0.0	0	0.0
A5 Hot Food Takeaway	5	4.3	3	5.2
B1 Business	7	6.1	2	3.4
B2 General Industrial	1	0.9	0	0.0
B8 Storage/Distribution	0	0.0	0	0.0
C1 Hotels	0	0.0	0	0.0
C2 Residential Institutions	0	0.0	0	0.0
C3 Dwellings	31	27.0	6	10.3
D1 Non-Residential Institutions	4	3.5	2	3.4
D2 Assembly and Leisure	0	0.0	0	0.0
Sui Generis	5	4.3	1	1.7
Other Non-Retail Uses	0	0.0	0	0.0
Vacant	22	19.13	18	31.03
Total Number of Units	**115**	**100.0**	**58**	**100.0**

Figure 11: Break down of uses with the protected frontage



District and Local Centre Characteristics

The level of (A1) retail in the centre is limited. There is Post Office, off-licence and a small general store and hairdressers among other uses. Shell Corner was identified in the 2005 Review as one of the weakest centres and consequently the Council has undertaken the Shell Corner Local Centre Regeneration Strategy to plan the regeneration of this area. This Strategy was adopted by the Council in December 2008.

Dominant Uses

Retail comprises of 26% of units in the entire centre, which is similar to the 2005 figure of 24%. In the Protected Frontage the level of retail is 34% which is slightly higher than the 2005 rate (28%) and is well below the 50% threshold required by the UDP.

Other dominant uses in the centre include other non A-Class uses which account for 42% in the entire centre and 19% within the Protected Frontages.

Other Uses

The diversity of uses is generally poor in this centre. Other significant uses in the Protected Frontage are Financial and Professional services (9%) and eating and drinking (7%).

Vacancies

There is a high level of vacancies in the centre as a whole (19%) and more concerning in the Protected Frontage (31%) which has risen slightly from the 2005 figure of 31%.

Traffic Congestion

Long Lane is the main road running through Shell Corner local centre, linking Halesowen to Blackheath. The main congestion point in the centre is traffic waiting on Long Lane to turn right into Malt Mill Lane which is usually apparent at peak times.

Footfall

The Saturday footfall counts were low at 735, however on a weekday the count was 279 which was the second worst of the entire local and district centres.

Summary

The centre as a whole is performing badly, with poor footfall counts, low level of A1 uses and high vacancy levels in the Protected Frontage which undermines the vitality of the local centre.

It is important that the Council continue to implement the actions identified in the Shell Corner Local Centre Regeneration Strategy in order to reverse the decline of the centre.

Shell Corner Local Centre

Surveyed 24th June 2008

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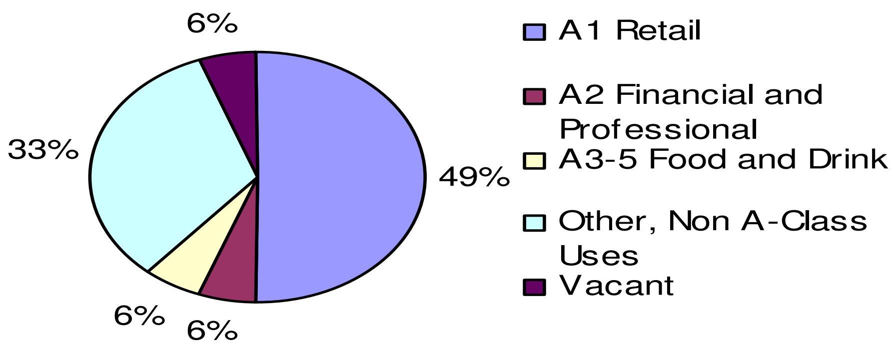
Wordsley Local Centre

Survey Results

Table 16: Break of uses within centre as a whole/ protected frontage

Use Classification	Units in Area	% of Area	Units in PF	% of PF
A1 Retail	29	36.3	9	50.0
A2 Financial and Professional	4	5.0	1	5.6
A3 Restaurants & Cafes	2	2.5	0	0.0
A4 Drinking Establishments	3	3.8	0	0.0
A5 Hot Food Takeaway	4	5.0	1	5.6
B1 Business	3	3.8	0	0.0
B2 General Industrial	3	3.8	3	16.7
B8 Storage/Distribution	0	0.0	0	0.0
C1 Hotels	0	0.0	0	0.0
C2 Residential Institutions	0	0.0	0	0.0
C3 Dwellings	18	22.5	0	0.0
D1 Non-Residential Institutions	5	6.3	1	5.6
D2 Assembly and Leisure	0	0.0	0	0.0
Sui Generis	4	5.0	2	11.1
Other Non-Retail Uses	0	0.0	0	0.0
Vacant	5	6.25	1	5.56
Total Number of Units	**80**	**100.0**	**18**	**100.0**

Figure 16: Break down of uses with the protected frontage



District and Local Centre Characteristics

There are a range of uses in the centre including a small supermarket, Post Office and newsagent, pharmacy and butchers. The centre also includes some more specialist retail uses including hairdressers, florist, charity shops and art and craft shop etc.

Dominant Uses

Retail use occupies 36% of the entire centre which is an increase from the 29% recorded in the 2005 Review. Within the Protected Frontages retail is 49% which although better than the 2005 figure of 45%, is still below the UDP 50% recommendation.

Non A-class uses accounted for 42% which is a fall from the 2005 figure of 55% in the centre as a whole, within the Protected Frontage the figure is 33%.

Other Uses

Food and drink uses account for 11% in the entire centre and 6% in the Protected Frontage. Financial and Professional are 5% in the entire centre and 6% in the Protected Frontage.

Vacancies

The vacancy levels are low at 6% in the Protected Frontage which is the same as the 2005 Review.

Traffic Congestion

The High St runs through the centre and there are two heavily congested junctions on this road which experience queuing traffic throughout the day.

Footfall

The footfall levels are average, for a Saturday they were 806 and weekday were 1188.

Summary

The percentage of retail in the Protected Frontage is below the level recommended by the 2005 UDP and needs to be monitored. The centre performs fairly well with vacancy levels being low and footfall counts reasonable.

Section Three: Summary

This section aims to draw together the overall findings of this Review in order to identify the weakest local and district centres which will become the Council's priority for regeneration over the next 3 years. In order to select the priority centres, a point scoring system has been devised to assess the centres on the following indicators:-

- <u>Vacancy levels</u> - Is there a problem with vacancy in the centre?
- <u>Retail representation in the Protected Frontage</u> – Are 50% of units in the protected frontage in (A1) Retail use? 50% is the recommended by the UDP as the minimum level to ensure that the centre maintains and enhances its vitality and viability.

- Pedestrian flows- Is there a problem with footfall in the centre?
- Air Quality- Is there a problem with air pollution in the centre?
- Traffic Congestion – Is the level of traffic congestion in the centre acceptable and would it hinder the vitality and viability of centres?

For each centre, the following scores have been used for vacancy levels, retail representation in the Protected Frontage, pedestrian flows and traffic congestion:

- 1 Point Poor
- 2 Points Fair
- 3 Points Good
- 4 Points Excellent

In relation to scoring air quality, the 2007 annual counts have been scored using the following weighting:-

- 1 Point Worst Areas in terms of nitrogen dioxide
- 2 Points High level of nitrogen dioxide concentration
- 3 Points Border line areas that are under close investigation
- 4 Points No problem detected

Table 17: Evaluation of the performance of centres

Name of Centre[1]	Vacancy Levels	Retail 50% or above in PF?	Footfall	Air Quality	Traffic Congestion	Total Score
Kingswinford	3	2	4	4	2	15
Lye	1	1	3	3	1	9
Sedgley	2	4	4	2	1	13
Amblecote	3	4	3	4	4	18
Cradley/ Windmill Hill	1	1	1	1	2	6
Gornal Wood	3	3	4	3	3	16
Netherton	3	2	2	1	1	9
Pensnett	2	3	2	2	2	11
Quarry Bank	3	2	1	2	3	11
Roseville	2	3	4	4	3	16
Shell Corner	1	1	1	4	4	11
The Stag	4	4	1	4	3	16
Upper Gornal	4	3	1	4	4	16
Wall Heath	3	1	3	4	3	14
Wollaston	3	4	3	4	2	16
Wordsley	3	1	2	2	1	9

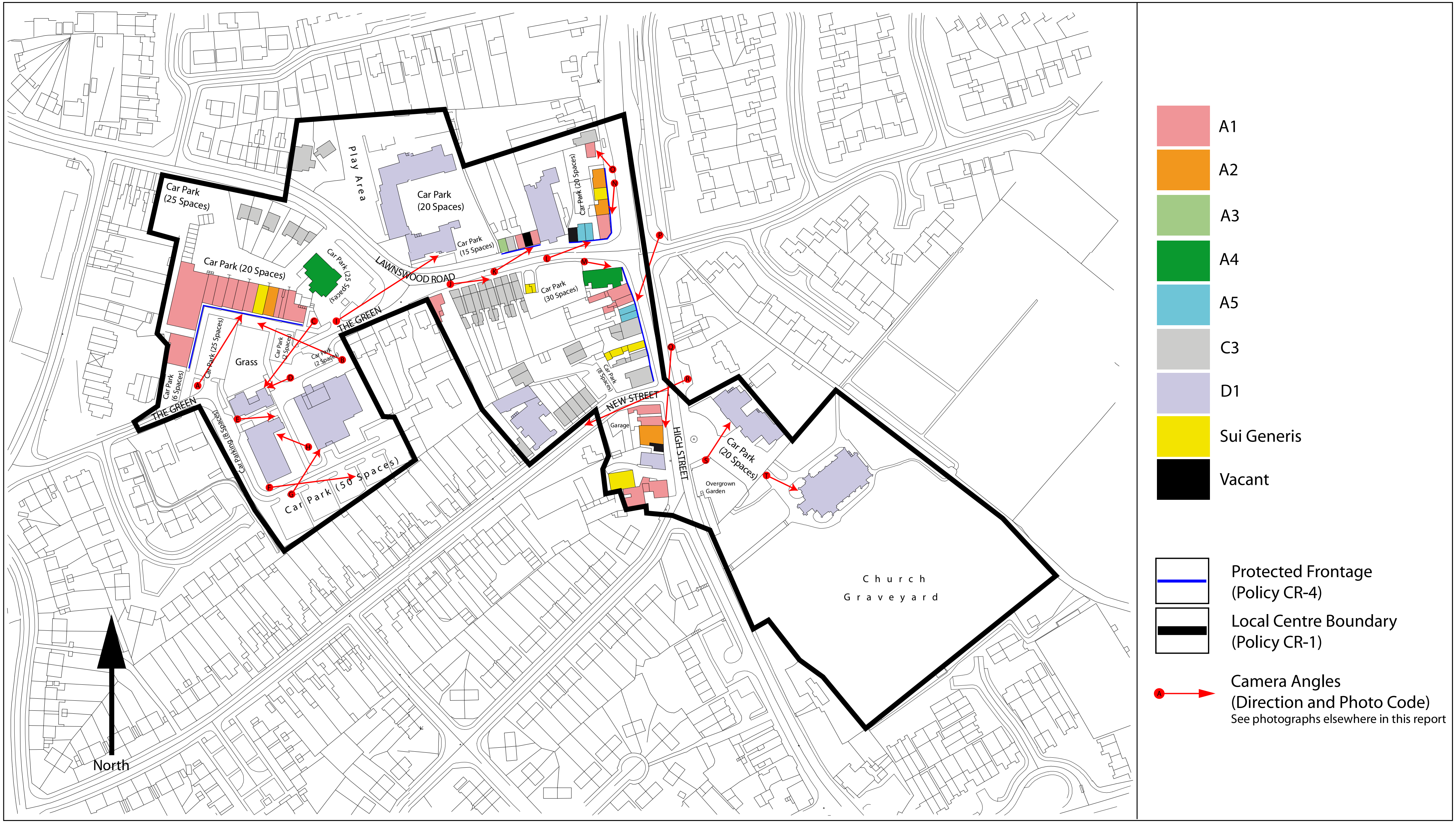
As can be seen from table 17 above, the centres that require the most concentrated form of intervention are: Lye, Cradley/Windmill Hill, Netherton and Wordsley. In order to reverse the decline of these centres, Regeneration

Strategies are required. Lye and Cradley already have regeneration strategies, in the form Lye District Centre Action Plan and the Cradley/Windmill Hill Regeneration Plan and the Council is in the process of implementing the actions from these plans. Regeneration Strategies are needed for Netherton and Wordsley

The three centres that are close to being priorities are Shell Corner, Quarry Bank and Pensnett. These three centres were identified as priorities in the 2005 Review and consequently the Council is in the process of undertaking regeneration strategies in Pensnett and Quarry Bank and have an approved Regeneration Strategy for Shell Corner. The Council will continue to progress the actions identified in these strategies in order to reverse the decline of these centres.

Wordsley Local Centre

Surveyed 4th July 2008



Map reproduced from the O.S. mapping with the permission of the Controller of H.M.S.O. 2006 Licence 100019566

SANDWELL LOCAL CENTRES

Name of Centre: Crankhall Lane

Ground floor Composition		Number of Units	Percentage
Retail	Convenience	5	21.7
	Comparison	9	39.1
	sub-total	14	60.9
Service	Non-retail shops	2	8.7
	Community	4	17.4
Vacant		3	13.0
Total		23	100

Representation		
Anchor Store(s)	Name	Lidl
	Floorspace sqm	1300 gross
Other Multiple Retailer(s)		Cost Cutter
Usually Include	Newsagent	Yes
	Post Office	Yes
	Pharmacy	Yes
Occasionally Include	Hot food takeaway	Yes
	Hairdresser	Yes
	other shop(s) of local significance	public house, butchers
Commentary (including how elements are provided e.g. individually/ by one unit, observations of uses/ vacancies on upper floors)		Upper floors are residential

Community	
List of Facilities (e.g. church, library, community centre)	Medical Centre, Dentist, Doctors surgery
Commentary (e.g. focus of these facilities for community identity, dependency of local community on these facilities)	text

Accessibility	Commentary
Public Transport (e.g. on strategic bus route, frequency of services, proximity of bus stops/ metro)	Bus services 410 (12m) 414 (30m), 679 (60m), 419 (60m), 459 (60m)
Pedestrian Linkages (e.g. footpaths/ pedestrian or pelican crossings/ pedestrianised areas)	Traffic calmed & pedestrian crossing points
Cycling (e.g. number of cycle spaces, proximity of cycle lanes/ cycle routes)	Not on the local cycle network, but the road is traffic calmed, no cycle parking facilities
Car Parking (e.g. on/off street/ numbers of spaces/ quality/ how provision compares relative to number of units)	70 car parking spaces at Lidl & on street parking

Environmental Quality	
Commentary (observations of state of built/ natural environment)	The shops are on a busy road

Development Opportunities	
Commentary (e.g. text to include appraisal of development opportunities on sites within/ edge of centre/ upper floors)	There are areas within the centre where development is taking place and there is scope for further development

Any other comments	
Commentary(any other observations/points of note)	

Summary	
Commentary (summary including strengths/ weaknesses/ opportunities/ threats)	**Strengths** Good overall range of convenience and comparison shops. Good range of independent shops.Very low vacancy rate within Centre. Good accessibility by variety of transport modes including walking. **Weaknesses** No banks and building societies. Poor community facilities Little opportunity for future development **Opportunities** Have more facilities such as ATM **Threats** Proximity of competing centres and supermarkets
Conclusion	The shops are spread out & not concentrated within a central core

Recommendation	
Commentary (e.g. no change, potential movement within hierarchy, altering centre boundary line)	The centre is segregated into three zones and needs defining into one centre

CRANKHALL LANE


Chemist Direct
Health & Beauty
0121 544 4502
Premier


AUCTION
CARS

No Window	Site at Crankhall Lane, Friar Park Not to Scale Provisional Alignment NORTH	

Stone Cross Local Centre

Ground floor Composition		Number of Units	Percentage
Retail	Convenience	12	25
	Comparison	11	23
	sub-total	23	49
Service	Non-retail shops	20	42
	Community	2	4
Vacant		2	4
Total		47	100

Representation		
Anchor Store(s)	Name	Tesco Express, Spar
	Floorspace sqm	350 gross, 380 gross
Other Multiple Retailer(s)		Greggs, Lloyds Pharmacy, Firkins
Usually Include	Newsagent	yes
	Post Office	yes
	Pharmacy	yes
Occasionally Include	Hot food takeaway	yes
	Hairdresser	yes
	other shop(s) of local significance	hardware shop
Commentary (including how elements are provided e.g. individually/ by one unit, observations of uses/ vacancies on upper floors)		largely a range of individual units within a series of parades. Spar occupies largest unit. Tesco Express/PFS separate, as is clinic, club and ph. The parades have some offices, storeage and residential on upper floors

Community	
List of Facilities (e.g. church, library, community centre)	Clinic, Social Club
Commentary (e.g. focus of these facilities for community identity, dependency of local community on these facilities)	Centre has a reasonable range of shops and facilities, although apart from social club leisure limited to restaurants/betting. There are two significant convenience stores providing for top up shopping as well as a range of comparison. There is a clinic, neighbourhood office and dental surgeries nearby which add to community focus. No bank, but has building society office. Lack of car parking considered an issue, particularly as it centre is on a busy main road. health Check indicates substantial local catchment with few other local facilities, although Wednesbury and West Bromwich Town Centres are accessible to it.

Accessibility	Commentary
Public Transport (e.g. on strategic bus route, frequency of services, proximity of bus stops/ metro)	404 (10m), 404a (30m), 410 (12m), 414 (30m), 419 (60m eve), 406h (12), 407h (30-60m eve), 451 (10m) 646 (60m).
Pedestrian Linkages (e.g. footpaths/ pedestrian or pelican crossings/ pedestrianised areas)	Several signalised pedestrian crossings
Cycling (e.g. number of cycle spaces, proximity of cycle lanes/ cycle routes)	On a proposed local cycle network with parking spaces for 12 bikes
Car Parking (e.g. on/off street/ numbers of spaces/ quality/ how provision compares relative to number of units)	20 on highway parking bays

Environmental Quality	
Commentary (observations of state of built/ natural environment)	reasonable sixties buildings largely, in reasonable state of repair, presence of uncompleted residential block is a disadvantage. Centre is bisected by main road, but has had a series of improvements recently

Development Opportunities	
	little opportunity for new development - limited to one unit perhaps, however this is currently used for car parking. The pub site could provide further opportunities if vacated.

Any other comments	
Commentary(any other observations/points of note)	Health Check indicates this is a well used centre, with 50% of visitors visiting daily, and a further 30% visiting 2 and 5 times per week. Business survey suggested that whilst overall trade had decreased no repondents had plans to relocate or close.

Summary	
Commentary (summary including strengths/ weaknesses/ opportunities/ threats)	**Strengths** Good overall range of convenience and comparison shops. Good range of independent shops and mixture of multiple retailers. Low vacancy rate within Centre. Good accessibility by variety of transport modes including walking. Good sense of arrival from the south due to Landmark Stone Cross Pub building Free ATM in Tesco Store **Weaknesses** Proximity of competing centres and supermarkets Lack of public car parking within the Centre. Growing service uses in the centre Poor range of banks and building societies. Poor leisure offer Tesco Express diverting trade and generating few linked trips **Opportunities** Development of Mecca Bingo Site for residential development. Potential development site located on the eastern side of Walsall Road. **Threats** Centre becomes more service orientated and day to say shopping role diminishes Expansion of West Bromwich Continued expansion of out of centre retail and leisure floorspace
Conclusion	Stable

Recommendation	
Commentary (e.g. no change, potential movement within hierarchy, altering centre boundary line)	no change

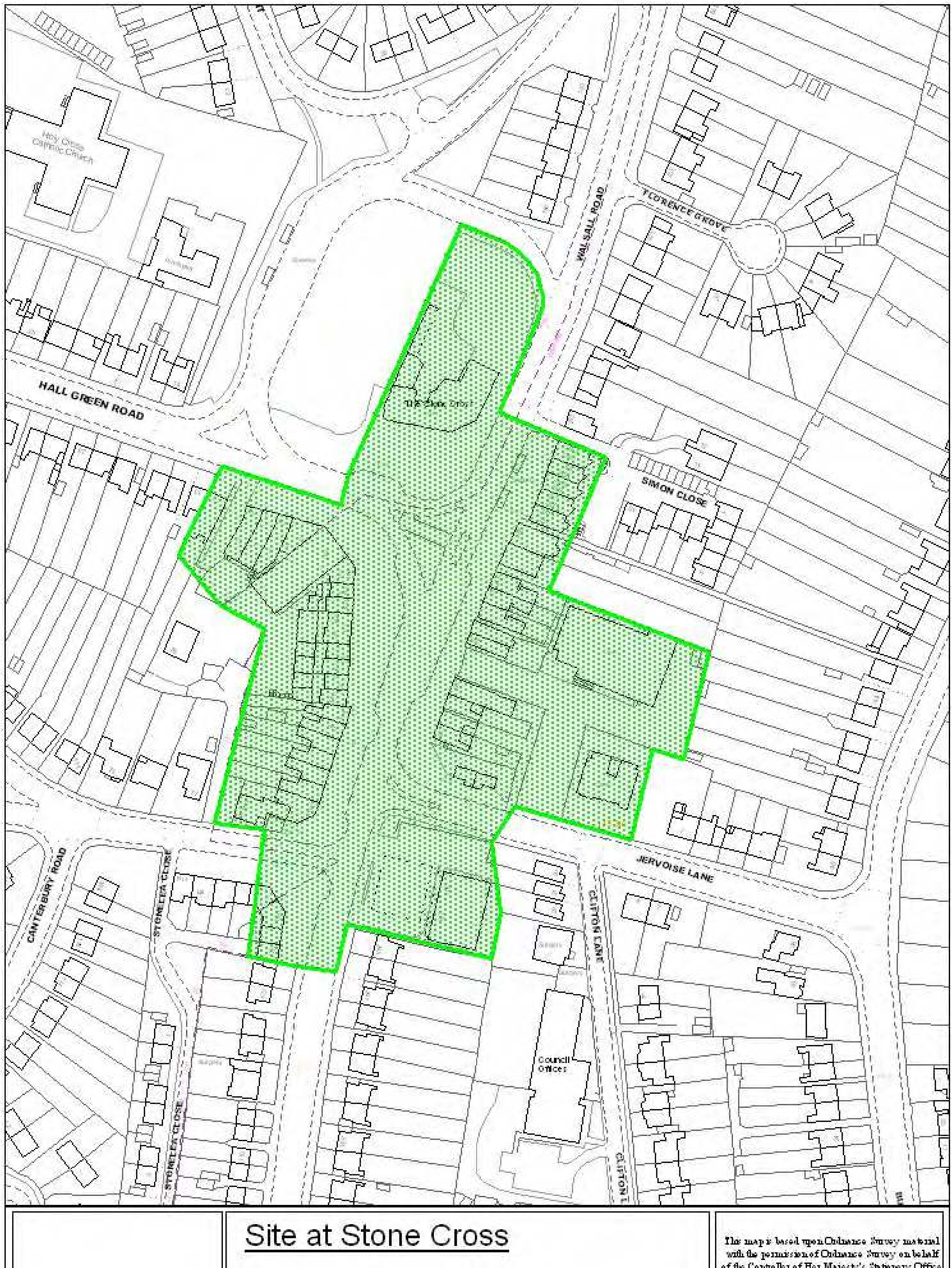
STONE CROSS

0121 601 9370
FLORIST
T: 0121 588 4488
OPTICIAN
eyes & vision
FLORIST NOW OPEN

SUNNER WINES
Bob Evans


Express & Star
Quality Meat
Chicken


OSBORNE'S
POST OFFIC
SUNNER



No Window

Site at Stone Cross

Not to Scale
Provisional Alignment

NORTH

Name of Centre: Yew Tree

Ground floor Composition		Number of Units	Percentage
Retail	Convenience	2	13.3
	Comparison	8	53.3
	sub-total	*10*	*66.7*
Service	Non-retail shops	1	6.7
	Community	3	20
Vacant		1	6.7
Total		**15**	**100**

Representation		
Anchor Store(s)	Name	Local' Supermarket
	Floorspace sqm	103 gross
Other Multiple Retailer(s)		Lifestyle Express
Usually Include	Newsagent	Yes
	Post Office	Yes
	Pharmacy	Yes
Occasionally Include	Hot food takeaway	Yes
	Hairdresser	Yes
	other shop(s) of local significance	butchers & green grocers
Commentary (including how elements are provided e.g. individually/ by one unit, observations of uses/ vacancies on upper floors)		Upper floors are residential & one vacant retail unit

Community	
List of Facilities (e.g. church, library, community centre)	Community Centre, Health Centre, Church & Park
Commentary (e.g. focus of these facilities for community identity, dependency of local community on these facilities)	Community centre offers health and education classes

Accessibility	Commentary
Public Transport (e.g. on strategic bus route, frequency of services, proximity of bus stops/ metro)	Bus services 401 (30m), 405 & 405a (10m), 679 (60m)
Pedestrian Linkages (e.g. footpaths/ pedestrian or pelican crossings/ pedestrianised areas)	Pedestrian Crossing and pedestrian parade in front of shops
Cycling (e.g. number of cycle spaces, proximity of cycle lanes/ cycle routes)	On National Cycle Network 5, no cycle lanes as it is on quiet road, 12 cycle parking spaces
Car Parking (e.g. on/off street/ numbers of spaces/ quality/ how provision compares relative to number of units)	35 off road parking spaces, inc 3 disablility parking spaces

Environmental Quality	
Commentary (observations of state of built/ natural environment)	Good quality built environment with attractive shop frontages and green space.

Development Opportunities	
Commentary (e.g. text to include appraisal of development opportunities on sites within/ edge of centre/ upper floors)	Very limited

Any other comments	
Commentary(any other observations/points of note)	It appears that this is a well used centre with only one vacant unit.

Summary	
Commentary (summary including strengths/ weaknesses/ opportunities/ threats)	**Strengths** Good overall range of convenience and comparison shops. Good range of independent shops. Very low vacancy rate within Centre. Good accessibility by variety of transport modes including walking. Proximity of competing centres and supermarkets Good community facilities **Weaknesses** No banks and building societies. No ATM Little opportunity for future development **Opportunities** Have more facilities such as ATM **Threats**
Conclusion	A stable & established centre with no potential for future development

Recommendation	
Commentary (e.g. no change, potential movement within hierarchy, altering centre boundary line)	No change

YEW TREE

No Window

Site at Yew Tree

NORTH

Not to Scale
Provisional Alignment

WOLVERHAMPTON LOCAL CENTRES

Name of Centre:		Finchfield	
Ground floor Composition		**Number of Units**	**Percentage**
Retail	**Convenience**	2	*10*
	Comparison	6	*30*
	sub-total	8	40
Service	**Non-retail shops**	11	55
	Community	0	0
Other			0
Vacant		1	5
Total		20	100

Representation		
Anchor Store(s)	**Name**	None
	Floorspace sqm	N/A
Other Multiple Retailer(s)		The Co-operative
Usually Include	**Newsagent**	Yes
	Post Office	No
	Pharmacy	No
Occasionally Include	**Hot food takeaway**	Yes
	Hairdresser	Yes
	other shop(s) of local significance	Glass Retailers, Music equipment shop, Skin & Body Clinic, Estate/Letting Agent, Off licence, Coffee Bar, restaurant, tea rooms shop, Building Society, Travel Agent, Florist, Kitchens & Conservatories shop, Children's Clothing, Curtains, blinds, fabric, wallpaper, gifts shop
Commentary (including how elements are provided e.g. individually/ by one unit, observations of uses/ vacancies on upper floors)		The elements are provided individually at ground floor level, other than the newsagent which is within The Co-operative. There is one vacant unit. There are 19 units with a possible upper floor use, these were observed as follows; 12 residential (8 of which are vacant), 4 probably residential, 2 Creative Interiors, 1 not known. The Co-operative has a Pay Zone facility.

Community	
List of Facilities (e.g. church, library, community centre)	None
Commentary (e.g. focus of these facilities for community identity, dependency of local community on these facilities)	N/A

Accessibility	**Commentary**
Public Transport (e.g. on strategic bus route, frequency of services, proximity of bus stops/ metro)	Finchfield is on the 543 bus route which runs at approximately 12 minute intervals daytime (to/from W-ton.) until 17.52 inwards/17.50 outwards. Thereafter the service reduces down until 19.46inwards/19.35outwards when an hourly service starts. On Sundays the service is hourly. Finchfield Hill is also served by the 682 (Finchfield-Wolverhampton via Compton) service which runs hourly from 9.54 until 14.54 Mon to Sat and hourly from 9.55 until 16.55 on Sundays. The nearest bus stops are approx. 110m outside the Centre Boundary to the north in Finchfield Hill and 245m to the east in Finchfield Road West.
Pedestrian Linkages (e.g. footpaths/ pedestrian or pelican crossings/ pedestrianised areas)	Pedestrian links are adequate within the Centre and between surrounding residential areas. There are no pedestrianised areas as such, most of the pavements are wide, all of the shops in the north front the service road and only 3 of the shops in the south front the main road. A (worn) zebra crossing on Finchfield Road West joins a footpath in the open space linking the south and north of the Centre. Additionally there is a (new) zebra crossing on Finchfield Hill (just outside the boundary) which links the Centre with residential areas to the west.
Cycling (e.g. number of cycle spaces, proximity of cycle lanes/ cycle routes)	No cycling provision was observed, however wtonbikemap.pdf (available on WCC website) indicates; generally good conditions for all abilities Finchfield Road West, Finchfield Hill and Oak Hill.
Car Parking (e.g. on/off street/ numbers of spaces/ quality/ how provision compares relative to number of units)	All car parking provision is free. In the south of the Centre there is a 'shoppers car park' (poor quality surface) to the rear of 10-16 Finchfield Road West which has 12 spaces approx. (not delineated). Further parking is achievable in the service road fronting No's 2-22 and limited parking is available to the frontage of No's 24-28. There is another car park to the rear of 2-8 Finchfield Road West (accessed off Oak Hill) which has 12 spaces approx. (not delineated) this appears to be for staff only. There is a private car park to the rear of 20-22 Finchfield Road West. In the north of the Centre car parking is achievable in the service road and limited parking is available to the frontage of No's 3-11. Further parking is achievable on the hardstanding of 9 demolished garages (mostly used by visitors to the Lata coffee bar/restaurant) that stood on land to the rear of 23-25 Finchfield Road West and is accessed off the service road.

Environmental Quality	
Commentary (observations of state of built/ natural environment)	All of the shop fronts were in reasonably good repair except for the vacant unit. The Centre appears to be relatively free of litter, there are 5 litter bins distributed about. However, anyone using the 'shoppers car park' will see an abundance of litter around its perimeter. The Centre presents a 'different face' again, to visitors using the 'hardstanding parking' from where you can see the rear of No's 1-21, the first floors of which and the ground floor of No 15 are 'boarded up'. The land to the rear of these premises is overgrown and strewn with litter, there was even an abandoned settee. The Centres' northern boundary runs along this land, the hardstanding and the triangular open space adjacent to No 1. There are a number of trees along this boundary, one of which is a TPO'd Oak. A central band of trees and open space 'green' the Centre. There are also trees on the Centres' southern boundary and these 'wrap round' into Oak Hill. There is a Post Box in the Centre.

Development Opportunities	
Commentary (e.g. text to include appraisal of development opportunities on sites within/ edge of centre/ upper floors)	The upper floors of No's 3-21, land to the rear of No's 1-21 and the hardstanding area present an opportunity for development. Indeed, applications for development were received in 2005 and 2007, both were permitted but neither has been implemented. St Thomas's Church (next-door to Lidl site/immediately outside Centre boundary) is not in use, boarded up and fenced off and must therefore present an opportunity for possible development. An application for change of use to residential was refused in 2000, however this would not preclude a similar application. Another possible cou could be for development as a community facility. See Development Opportunities FLC additional info.doc with regard to planning applications on sites within and adjacent to the Centre.

Any other comments	
Commentary (any other observations/points of note)	St Thomas's Church is Locally Listed there is also a TPO on the site. The new zebra crossing is probably a result of the Lidl development. There have been problems with security at the rear of shops 1-21 Finchfield Road West, Tiko's at No 11 have had to install security grills and a new secure door. 'Offenders' apparently gain access by jumping over the wall/gate at the top of the triangular open space or via the school grounds. In the north of the Centre, some shopkeepers were concerned about the lack of parking for both staff and customers, this may be alleviated by the Lidl development.

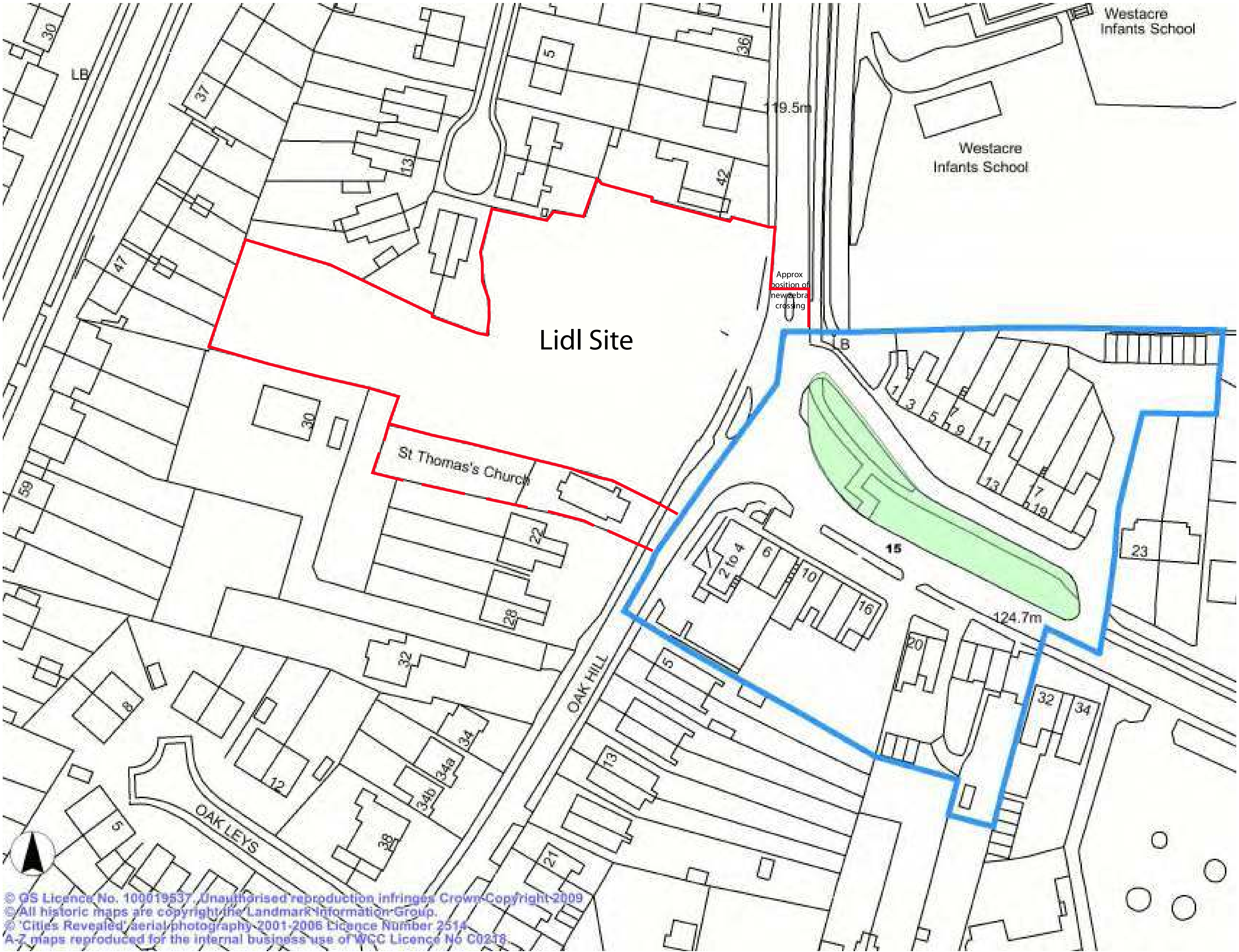
Summary	
Commentary (summary including strengths/ weaknesses/ opportunities/ threats)	Finchfield is a relatively busy Local Centre that is served well by buses which stop a short distance from the Centre. The proximity of Lidl to the Centre can be viewed both as a strength and a weakness. A strength in that it may bring new custom to the Centre and a weakness in that it may take trade away from shops such as The Co-operative and Threshers putting their viability at risk. The 'shoppers car park', the rear view of No's 1-21, their adjoining land and the hardstanding area let the Centre down. Conversely the improvement/development of these elements presents an opportunity to improve the Centre.
Conclusion	Stable

Recommendation	
Commentary (e.g. no change, potential movement within hierarchy, altering centre boundary line)	The Centre boundary should be altered to include the Lidl site and the new zebra crossing. Consideration could also be given to once again include St Thomas's Church within the Centre, any future development of the Church could then be appraised in the context of the Centre, rather than just being adjacent to it. See Plan 1 FLC.pdf

Lidl Site viewed from South Side of Finchfield Rd West across junction

9-21 Finchfield Rd West – Northern Service Road

Finchfield Hill viewed from junction with Northern Service Road


Westacre
Infants School
Westacre
Infants School
119.5m
Approx position of new zebra crossing
Lidl Site
St Thomas's Church
OAK HILL
OAK LEYS
124.7m
15
LB
B

Name of Centre:	

Ground floor Composition		Number of Units	Percentage
Retail	**Convenience**	*7*	*10*
	Comparison	*20*	*29*
	sub-total	27	40
Service	**Non-retail shops**	27	40
	Community	2	3
Other		0	0
Vacant		12	18
Total		68	100

Representation		
Anchor Store(s)	**Name**	Co-op and Select & Save
	Floorspace sqm	Approx Gross 600 sqm / Net 400 sqm and; Gross 500 sqm / Net 300 sqm
Other Multiple Retailer(s)		Sue Ryder, William Hill, Natwest, Llyods TSB, Scrivens Opticians, Nationwide Building Society, Halifax Estate Agents, Barclays, Subway, Ladbrokes, Co-op Funeral Service, Cartridge World, Tote Sport, Wing Wah Chinese Restaurant, Firkins
Usually Include	**Newsagent**	Yes
	Post Office	No
	Pharmacy	Yes
Occasionally Include	**Hot food takeaway**	Yes
	Hairdresser	Yes
	other shop(s) of local significance	None
Commentary (including how elements are provided e.g. individually/ by one unit, observations of uses/ vacancies on upper floors)		There are a mixture of styles of unit built in different periods which give the centre a disjointed feel. Marsh Lane Parade provides a pedestrianised shopping area on the western side of the centre, with residential uses above. Elsewhere in the centre most upper floors are residential, however there were also three dentists. Banks looked like they used upper floors as offices. Overall the number of vacant units have increased from 10 (2006) to 12. A number of cash points are provided, mainly at the banks.

Community	
List of Facilities (e.g. church, library, community centre)	Doctors, Dentists
Commentary (e.g. focus of these facilities for community identity, dependency of local community on these facilities)	Recycling bank on Marsh Lane Parade car park. The number of banks in the centre probably benefits the community.

Accessibility	Commentary
Public Transport (e.g. on strategic bus route, frequency of services, proximity of bus stops/ metro)	A number of bus services, mainly along Stafford Road and Marsh Lane: 698 Wolverhampton to Fordhouses via Bushbury (day time service (supports 598) every 30 mins, not on a Sunday), 506 all day service, approx every 20 mins, all week (one an hour on Sunday)); 506A Wolverhampton to Pendeford Circle via Wobaston (supports 504 service; first thing in morning, every 20 mins, Monday to Saturday); 3 varies Wolverhampton to Brewood via Coven / Penkridge via Brewood (all day service, every 30mins/per hour, all week (Sunday is a limited service)); 76 Wolverhampton to Stafford via Brewood, Penkridge (all day service, approx every hour, all week (Sunday every 2 hours)); 503 Wolverhampton to Fordhouses via Stafford Road (all day service, every 10-15 minutes, all week (Sunday every hour), supported by 503A/W although route does not change, 507 Wolverhampton to Pendeford Circle via Fordhouses (all day service, approx every 20 minutes, all week (Sunday every hour via Wobaston), supported by 507A although route does not change. Bus shelters provided along Stafford Road.
Pedestrian Linkages (e.g. footpaths/ pedestrian or pelican crossings/ pedestrianised areas)	Zebra and pedestrian crossings provided within the centre. Otherwise the Stafford Road acts as a barrier. Marsh Lane Parade is pedestrianised and most the centre has wide pavements and pedestrian safety barriers. Pedestrian access to Crathorne (neighbouring residential street).
Cycling (e.g. number of cycle spaces, proximity of cycle lanes/ cycle routes)	No formal cycle lanes, cycle routes or cycle parking. Cycle shop and repairs at Jackson Hateley Cycles.
Car Parking (e.g. on/off street/ numbers of spaces/ quality/ how provision compares relative to number of units)	Parking either provided in front of shops, in parking bays or in dedicated car parks. Approx 35 parking bays on street/front of shops, 40 at Marsh Lane Parade/Wing Wah, 20 at Co-op and 15 at Subway. Some parking probably occurs in nearby residential streets. Staff parking occurs to the rear of buildings in some locations.

Environmental Quality	
Commentary (observations of state of built/ natural environment)	Buldings vary in quality and appearance. Marsh Lane Parade looks dated (built circa 1970's) but well maintained. Garage/petrol station does not really sit well in the centre as it acts as a poor frontage. Some vacant units are in a poor state of repair. Some investment is evident e.g. new bus stops, litter bins. There is not much in the way of greenery in the centre.

Development Opportunities	
Commentary (e.g. text to include appraisal of development opportunities on sites within/ edge of centre/ upper floors)	Limited development opportunities due to surrounding residential areas. The petrol station/garage site probably offers a good opportunity of approx 1,500 sqm. Other exiting buildings could also be redeveloped / reconfigured, e.g. Highway Autos (No. 464 Stafford Road).

Any other comments	
Commentary(any other observations/points of note)	Boundary of the centre could do with revision to include residential parking aea to rear of Marsh Lane Parade (its use is linked to the centre) and tighten up boundary to physical features south of Barrington Close.

Summary	
Commentary (summary including strengths/ weaknesses/ opportunities/ threats)	Centre with mix of uses and multiple retailers, lacks a strong/large anchor store and poor appearance, some development opportunities and vacant units for new occupiers, proposed 'neighbourhood' centre at Goodyear (Aldi are seeking to locate there) is a threat.
Conclusion	At Risk - increased vacancy and nearby new centre.

Recommendation	
Commentary (e.g. no change, potential movement within hierarchy, altering centre boundary line)	Change is probably needed to strengthen the centre but would only realistically come forward through reconfiguration of existing buildings. Also some revision to the boundary is needed to clarify it.


Nationwide


Nationwide
Nationwide


FISH BAR
WEST POOL
WEST POOL
SELECT & SAVE


SUBWAY


QUALITY BIKES
CYCLE CENTRE

Wolverhampton City Council

Stafford Road (Three Tuns) District Centre

IMAGINe - Powered by Property Services

Regeneration & Environment
Wolverhampton City Council
Civic Centre
St. Peters Square
Wolverhampton
WV1 1RL

Plan Produced 27.1.2009
Scale 1:3,125

Name of Centre:	STUBBY LANE

Ground floor Composition		Number of Units	Percentage
Retail	Convenience	2	17
	Comparison	4	33
	sub-total	6	50
Service	Non-retail shops	4	33
	Community	0	0
Vacant		2	17
Total		12	100

Representation		
Anchor Store(s)	Name	none
	Floorspace sqm	n/a
Other Multiple Retailer(s)		none
Usually Include	Newsagent	yes
	Post Office	yes
	Pharmacy	yes
Occasionally Include	Hot food takeaway	yes
	Hairdresser	yes
	other shop(s) of local significance	mini market
Commentary (including how elements are provided e.g. individually/ by one unit, observations of uses/ vacancies on upper floors)		A small centre with limited convenience and a good spread of comparison goods serving a small local area. Two units appear to be under consruction for residential use only.

Community	
List of Facilities (e.g. church, library, community centre)	post box
Commentary (e.g. focus of these facilities for community identity, dependency of local community on these facilities)	n/a

Accessibility	Commentary
Public Transport (e.g. on strategic bus route, frequency of services, proximity of bus stops/ metro)	some public transport links as part of a through service within estate - bus stops present
Pedestrian Linkages (e.g. footpaths/ pedestrian or pelican crossings/ pedestrianised areas)	no special limks but easy pedestrian access via extensive pavements within estate
Cycling (e.g. number of cycle spaces, proximity of cycle lanes/ cycle routes)	no facilities noted
Car Parking (e.g. on/off street/ numbers of spaces/ quality/ how provision compares relative to number of units)	poor car parking - mainly on street with sporadic parking on the pavement and forecourt

Environmental Quality	
Commentary (observations of state of built/ natural environment)	Buildings in good condition externally but with untidy frontages caused by parking and poor street furniture. A large traffic island presents a substantial green impact which helps the environment.

Development Opportunities	
Commentary (e.g. text to include appraisal of development opportunities on sites within/ edge of centre/ upper floors)	Limited development opportunities due to adjoining housing.

Any other comments	
Commentary(any other observations/points of note)	no other major observations

Summary	
Commentary (summary including strengths/ weaknesses/ opportunities/ threats)	The centre has a couple of good local convenience stores with supporting comparison shops providing a limited range of additional facilities. The loss of two units weakens the viability of the Centre
Conclusion	At risk

Recommendation	
Commentary (e.g. no change, potential movement within hierarchy, altering centre boundary line)	Due to its geographical location Stubby Lane performs an important function serving a distinct catchment area in the north east of the city. Priority should be given to consolidate and enhance its role as a Local Centre


PHARMACY
Costcutter
BARBERS


HANDY ANT'S


News
Express & Star

Wolverhampton City Council

Stubby Lane Local centre

IMAGINe - Powered by Property Services

Regeneration & Environment
Wolverhampton City Council
Civic Centre
St. Peters Square
Wolverhampton
WV1 1RL

Plan Produced 27.1.2009
Scale 1:1,000

WALSALL LOCAL CENTRES

Name of Centre:	Caldmore

Survey Carried Out:	Tuesday 12th May 2009

Uses in Centre		Number of Units	Percentage
Retail	Convenience Shopping (A1)	18	8.9
	Comparison Shopping (A1)	33	16.3
	Other A1	3	1.5
Service (Offices)	A2 & B1(a)	14	6.9
Eating & Drinking	A3, A4 & A5	12	5.9
Leisure	D2	3	1.5
Community	D1	8	4.0
Housing	C3	92	45.5
Other	C1, C2, B1(b&c), B2, B8 & Sui Generis	4	2.0
Vacant		15	7.4
Total		202	100

Representation			
Anchor Store(s)	Name	M&T Supermarket	Post Office
	Floorspace sqm	371 (gross)	102 (gross)
Other Multiple Retailer(s)		Co-op Pharmacy	
Usually Include	Newsagent	✓	
	Post Office	✓	
	Pharmacy	✓	
Occasionally Include	Hot food takeaway	✓	
	Hairdresser	✓	
	other shop(s) of local significance	Butchers	
Commentary (including how elements are provided e.g. individually/ by one unit, observations of uses/ vacancies on upper floors)		The buildings in the local centre were generally red-brick two-storey terraces with residential on upper floors. These buildings contained a large number of highly concentrated business premises. The businesses provided a wide variety of goods and services but catered predominantly for the needs of ethnic communities. There were also many community facilities and hot-food takeaway outlets. There was a good mix of business types but also a number of vacancies.	

Community	
List of Facilities (e.g. church, library, community centre)	Health centre, pharmacies, dentists, social clubs, a Hindu temple, church and religious education centres.
Commentary (e.g. focus of these facilities for community identity, dependency of local community on these facilities)	The local centre appeared to be the heart of Walsall's ethnic communities, serving their food, clothing, social and religious needs. The Mandir Baba Balak Nath temple covered nearly an acre of land and could accommodate up to 1,500 people. There were two community centres. One of these was run by the local Jamaican community that provided a drop-in centre, youth club, social club and internet café.

Accessibility	Commentary
Public Transport (e.g. on strategic bus route, frequency of services, proximity of bus stops/ metro)	The bus stop in middle of Caldmore was served by the 404 (Walsall-Blackheath via West Bromwich and Oldbury), 404A (Walsall-Cradley Heath via West Bromwich, Blackheath) and 404E (Walsall-West Bromwich via Stone Cross). The 404 and 404E ran every ten minutes or less and the 404A every thirty minutes Monday to Friday. The 404 and the 404A ran half-hourly on Sunday.
Pedestrian Linkages (e.g. footpaths/ pedestrian or pelican crossings/ pedestrianised areas)	There were several crossings concentrated in the middle of the local centre but no crossing along the northern end of busy Caldmore Road. There was a pedestrianised area adjacent to 'The Green' in the middle of the local centre. There were narrow pavements running from north to south along a busy road. This problem was exacerbated by the local centre's popularity with women and young children in pushchairs. There was a pedestrianised area adjacent to 'The Green' in the middle of the local centre.
Cycling (e.g. number of cycle spaces, proximity of cycle lanes/ cycle routes)	There was no evidence of cycle lanes or cycle spaces.
Car Parking (e.g. on/off street/ numbers of spaces/ quality/ how provision compares relative to number of units)	There was a council owned car park with forty spaces including four disabled spaces. There was also a large car park outside the local centre but abutting the boundary. There were plenty of spaces in both car parks when the survey was carried out.

Environmental Quality	
Commentary (observations of state of built/ natural environment)	The local centre was dominated by a busy road (Caldmore Road) (Photograph A). The frontages of the commercial premises required substantial investment. The small public space with grass, trees and a seating area in the middle of the centre was well used (Photograph B). There was little vegetation elsewhere.

Development Opportunities	
Commentary (e.g. text to include appraisal of development opportunities on sites within/ edge of centre/ upper floors)	The site of the former neighbourhood office on Spout Lane.

Any other comments	
Commentary(any other observations/points of note)	Most visitors appeared to arrive on foot or by public transport.

Summary	
Commentary (summary including strengths/ weaknesses/ opportunities/ threats)	Strengths included the mix of business types and the number of community facilities. The centre would benefit from more pedestrian crossings at the northern end of Caldmore Road. There could be an opportunity to create a one-way system along Caldmore Road. However, this might reduce public transport accessibility. Caldmore Road suffers from congestion partly caused by cars parked and vans unloading on double yellow lines.
Conclusion	Stable

Recommendation	
Commentary (e.g. no change, potential movement within hierarchy, altering centre boundary line)	The boundary could be altered to cover the car park bordered by Caldmore Road, White Street and Mount Street. Movement up the Centre hierarchy to 'District Centre' status should be considered.

Caldmore Local Centre
12th May 2009

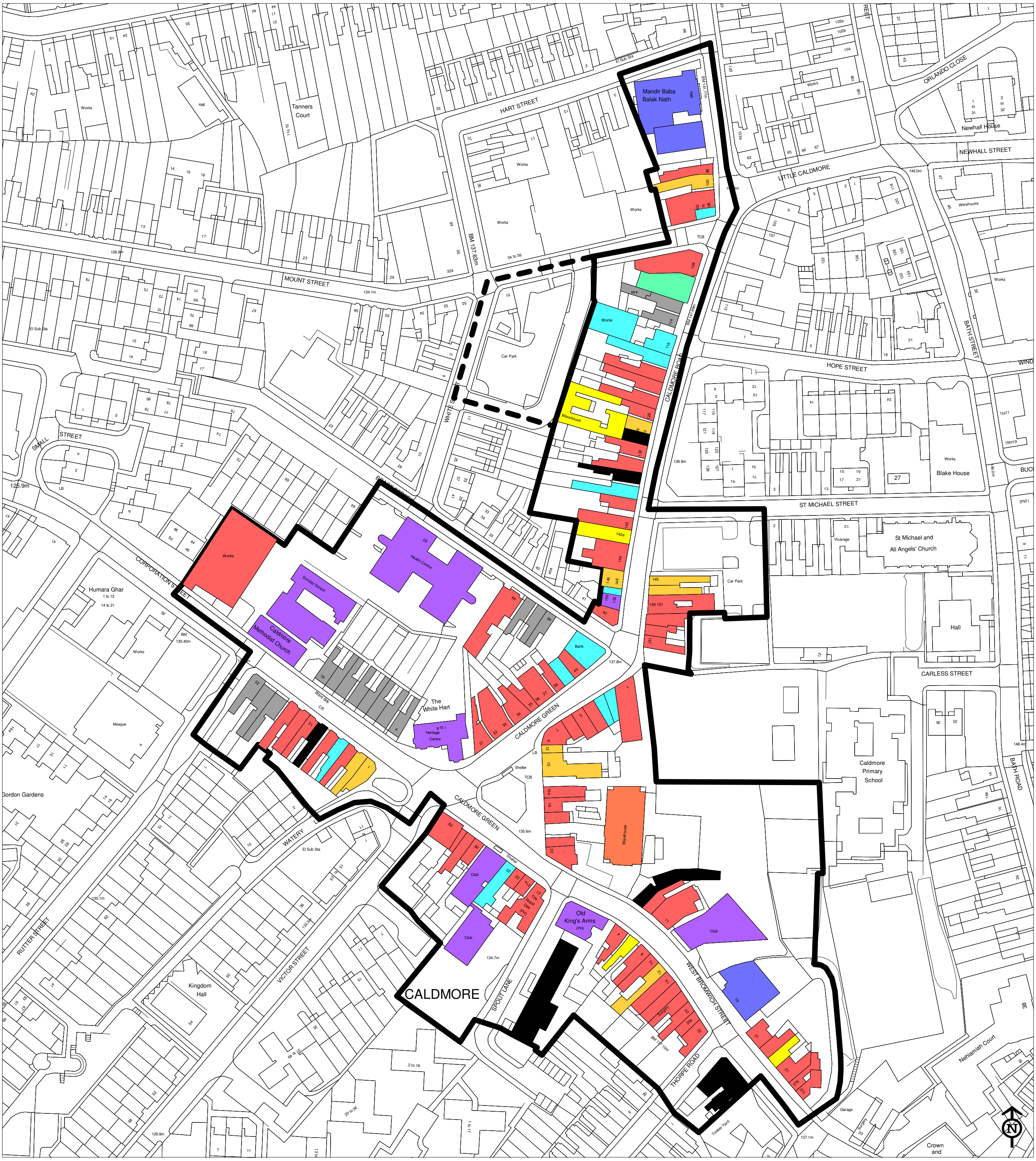
Photograph A: Busy Caldmore Road with narrow pavements on both sides.

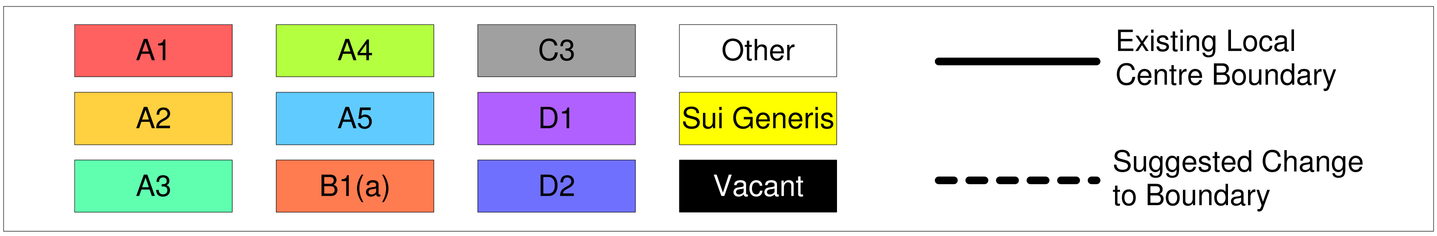
Photograph B: Caldmore Green in the middle of the local centre.

Photograph C: The White Hart building.

Caldmore Local Centre

Surveyed 12th May 2009





Name of Centre:	Darlaston Green

Survey Carried Out:	Tuesday 12th May 2009

Ground floor Composition		Number of Units	Percentage
Retail	Convenience Shopping (A1)	2	10.0
	Comparison Shopping (A1)	0	0.0
	Other A1	0	0.0
Service (Offices)	A2 & B1(a)	1	5.0
Eating & Drinking	A3, A4 & A5	3	15.0
Leisure	D2	1	5.0
Community	D1	0	0.0
Housing	C3	12	60.0
Other	C1, C2, B1(b&c), B2, B8 & Sui Generis	0	0.0
Vacant		1	5.0
Total		20	100

Representation		
Anchor Store(s)	Name	Marlboro News
	Floorspace sqm	73 (gross)
Other Multiple Retailer(s)		None
Usually Include	Newsagent	✓
	Post Office	×
	Pharmacy	×
Occasionally Include	Hot food takeaway	✓
	Hairdresser	×
	other shop(s) of local significance	
Commentary (including how elements are provided e.g. individually/ by one unit, observations of uses/ vacancies on upper floors)		The centre contained a handful of small retail premises, a public house and an office unit. The buildings were generally two-storey and of a variety of ages and styles. Houses were interspersed with the commercial premises (Photograph A). There was one vacant unit that had previously been occupied by a hairdressers.

Community	
List of Facilities (e.g. church, library, community centre)	Snooker and Social Club
Commentary (e.g. focus of these facilities for community identity, dependency of local community on these facilities)	The social club was a popular music venue.

Accessibility	Commentary
Public Transport (e.g. on strategic bus route, frequency of services, proximity of bus stops/ metro)	The two bus stops in the local centre were normally served by the no. 9 (Walsall - Bentley via Pleck, Darlaston) and the no. 333 (Wolverhampton - Walsall via Bentley). The no. 9 ran half-hourly during the daytime Monday to Saturday with no service on a Sunday. The no. 333 usually ran half-hourly Monday to Saturday and every hour on a Sunday. However, when the survey was carried ou these bus services were being diverted outside local centre as a result of bridge engineering works nearby.
Pedestrian Linkages (e.g. footpaths/ pedestrian or pelican crossings/ pedestrianised areas)	There was no pedestrian crossing provision in the Local Centre. The centre would benefit from a crossing along The Green particularly if stalled housing development opposite the local centre is completed (Photograph C).
Cycling (e.g. number of cycle spaces, proximity of cycle lanes/ cycle routes)	There was no evidence of cycle lanes or cycle spaces.

Car Parking (e.g. on/off street/ numbers of spaces/ quality/ how provision compares relative to number of units)	When the survey was carried out the council run car park seemed large (twenty spaces) relative to the size of the local centre. However, there was very limited parking provision for the office building next door, the social might attract people from outside the area when music events are staged there and the public house might also attract car-borne visitors in the evening. The car park was some distance from the shops, which might limit passing trade.

Environmental Quality	
Commentary (observations of state of built/ natural environment)	The local centre straddled one side of a wide road frequented by HGVs travelling to and from a nearby industrial area. A narrow strip of grass and a row of trees separated the pavement from the road running through the local centre. The local centre was surrounded by a mixture industrial units and housing including a stalled housing development opposite the row of commercial units.

Development Opportunities	
Commentary (e.g. text to include appraisal of development opportunities on sites within/ edge of centre/ upper floors)	None identified.

Any other comments	
Commentary(any other observations/points of note)	No visitors arrived in the centre when the survey was carried out.

Summary	
Commentary (summary including strengths/ weaknesses/ opportunities/ threats)	The Centre benefited from a small car park, though this was some distance from the newsagent and public house. A small housing development had impinged on the local centre's commercial nature. The footfall appeared to be very low – the surveyor saw no one visiting the local centre. The area was being adversely affected by temporary road and bus route diversions when the survey was carried. The stalled housing development opposite the row of shops might provide an increase in trade when completed.
Conclusion	At Risk

Recommendation	
Commentary (e.g. no change, potential movement within hierarchy, altering centre boundary line)	Due to its diminishing size, consideration should be given as to whether the 'local centre' status should be removed.

Darlaston Green Local Centre

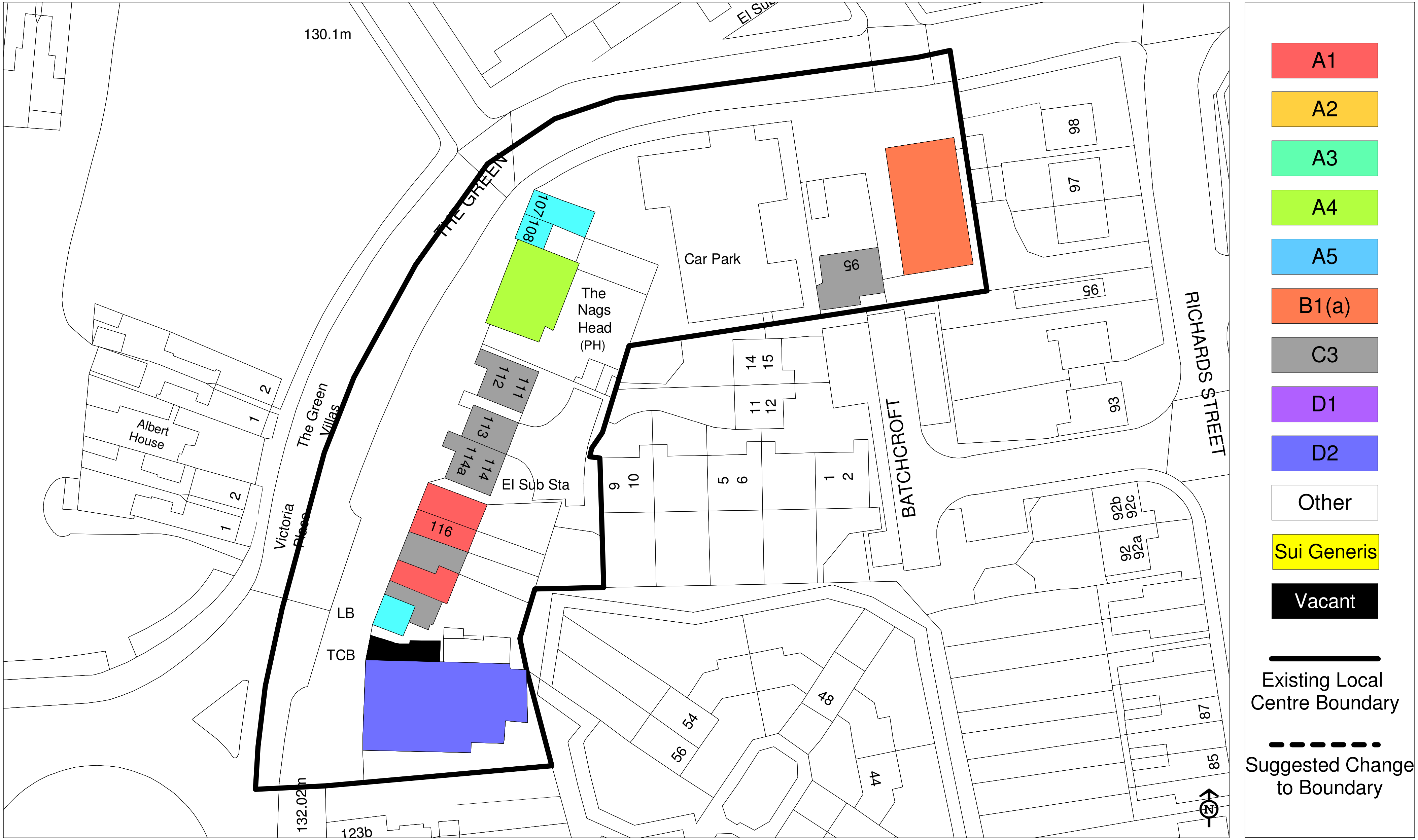
12th May 2009

Photograph A: Recently built houses had affected the commercial nature of the local centre.

Photograph B: The small convenience shop in the left was the anchor store for the local centre.

Photograph C: A stalled housing development opposite the local centre.

Darlaston Green Local Centre
Surveyed 12th May 2009



Name of Centre:	Turnberry Road

Survey Carried Out:	Wednesday 13th May 2009

Use of Centre		Number of Units	Percentage
Retail	Convenience Shopping (A1)	1	11.1
	Comparison Shopping (A1)	0	0.0
	Other A1	3	33.3
Service (Offices)	A2 & B1(a)	0	0.0
Eating & Drinking	A3, A4 & A5	3	33.3
Leisure	D2	0	0.0
Community	D1	0	0.0
Housing	C3	1	11.1
Other	C1, C2, B1(b&c), B2, B8 & Sui Generis	1	11.1
Vacant		0	0.0
Total		9	100

Representation		
Anchor Store(s)	Name	Co-op Food Store
	Floorspace sqm	519 (gross)
Other Multiple Retailer(s)		None
Usually Include	Newsagent	×
	Post Office	×
	Pharmacy	×
Occasionally Include	Hot food takeaway	✓
	Hairdresser	✓
	other shop(s) of local significance	-
Commentary (including how elements are provided e.g. individually/ by one unit, observations of uses/ vacancies on upper floors)		The local centre consisted of a row of mid-1990s purpose built single-storey commercial units. A large car park with spacious planted areas dominated the centre. Aside from a florists and public house, the commercial units were accommodated in a single building with a wide and partially covered pavement in front.

Community	
List of Facilities (e.g. church, library, community centre)	Recycling Banks
Commentary (e.g. focus of these facilities for community identity, dependency of local community on these facilities)	-

Accessibility	Commentary
Public Transport (e.g. on strategic bus route, frequency of services, proximity of bus stops/ metro)	The local centre was served by a single, half-hourly bus service. The 351 served Walsall Town Centre-Cannock via Bloxwich and Cheslyn Hay. There were no services in the evenings or on Sunday.
Pedestrian Linkages (e.g. footpaths/ pedestrian or pelican crossings/ pedestrianised areas)	There was one pedestrian crossing from the local housing estate to a bus stop and the car park entrance. Wide, partially covered pavements along the shop frontages and a pavement linked the car park entrance to the public house.
Cycling (e.g. number of cycle spaces, proximity of cycle lanes/ cycle routes)	There was no evidence of cycle lanes or cycle spaces.
Car Parking (e.g. on/off street/ numbers of spaces/ quality/ how provision compares relative to number of units)	There was a free car park with one hundred and thirty-three spaces including six disabled spaces. There appeared to be very generous car parking provision in relation to weekday daytime usage levels (this was when the survey was carried out). Visitors to the public house and two hot-food takeaways were likely to use the car park during the evenings.

Environmental Quality	
Commentary (observations of state of built/ natural environment)	The buildings were modern and well maintained. There was no sign of vandalism or litter. The local centre served a private housing estate, which bordered the centre. The soft landscaping around the car park and public house was well kept (Photographs A and B).

Development Opportunities	
Commentary (e.g. text to include appraisal of development opportunities on sites within/ edge of centre/ upper floors)	There was scope for the expansion of the commercial offer on vacant land at the rear of the shop units and to the side of the Co-op Food store.

Any other comments	
Commentary(any other observations/points of note)	Most shoppers appeared to arrive by car. Despite this, the car park seemed under-utilised during the daytime. There was a recently built day-care centre for people with learning disabilities within the local centre boundary. This was the only non-commercial use within the local centre.

Summary	
Commentary (summary including strengths/ weaknesses/ opportunities/ threats)	The quiet local environment and well-maintained surroundings were strengths. The land occupied by the care centre for learning disabled people (Photograph C) was a missed opportunity for further retail provision or community facilities such as a doctors surgery. The scope for expanding the local centre presented opportunities for growth. However, this might pose a threat to nearby Bloxwich District Centre. The local centre was too car-orientated, with poor public transport links.
Conclusion	Stable

Recommendation	
Commentary (e.g. no change, potential movement within hierarchy, altering centre boundary line)	No Change

Turnberry Road Local Centre
13th May 2009

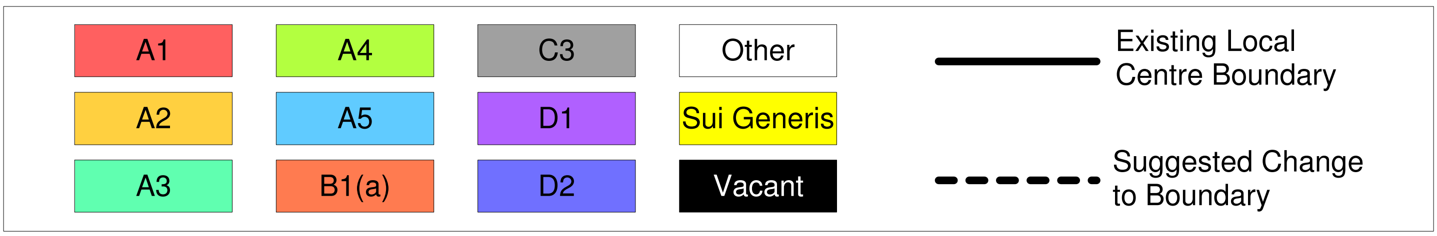
Photograph A: The local centre was attractive and well maintained.

Photograph B: The One Man and His Dog public house.

Photograph C: The private care centre on the right and the single-storey commercial units to the left.

Turnberry Road Local Centre

Surveyed 13th May 2009



Appendix 7:

Convenience Modelling

BLACK COUNTRY
CENTRES STUDY 2009

TABLE 1

SURVEY AREA POPULATION FORECASTS (WM RSS Phase 2)

Catchment Zone	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
Postcode Sector Groupings	B16 0/8/9, B17 0/8/9, B18 4/5/6/7	B20 1/2/3/, B21 0/8/9, B42 1/2, B44 0/8/9	B29 4/5/6/7, B30 1/2/3	B31 1/2/3/4/5, B45 0/8/9	B32 1/2/3/4	B38 0/8/9, B47 5/6, B48 7	B43 5/6/7	B60 1/2/3/4, B61 0/7/8/9	B62 0/8/9	B63 1/2/3/4	B64 5/6/7	B65 0/8/9	B66 1/2/3/4	B67 5/6/7, B68 0/8/9	B69 1/2/3/4	B70 0/6/7/8/9	B71 1/2/3/4	B73 5/6, B74 2/3/4	DY1 1/2/3/4	DY10 1/2/3/4, DY11 5/6/7	DY2 0/7/8/9	DY3 1/2/3/4	DY4 0/7/8/9	DY5 1/2/3/4	DY6 0/7/8/9	DY7 5/6	DY8 1/2/3/4/5
2006	57,162	118,678	67,061	77,357	37,933	34,741	28,060	53,211	26,854	31,205	15,850	22,302	21,322	54,500	29,917	24,149	27,654	49,125	32,898	65,567	31,557	34,528	40,354	41,997	29,775	7,640	47,391
2009	57,157	118,667	67,055	77,350	37,930	34,738	28,057	53,206	26,852	31,202	15,849	22,300	21,320	54,495	29,914	24,147	27,652	49,121	32,895	65,561	31,554	34,525	40,350	41,993	29,772	7,639	47,387
2011	57,153	118,660	67,051	77,345	37,927	34,736	28,056	53,203	26,850	31,200	15,848	22,299	21,319	54,492	29,913	24,145	27,650	49,118	32,893	65,557	31,552	34,523	40,348	41,991	29,771	7,639	47,384
2016	56,754	113,484	66,232	78,190	37,562	34,442	27,648	50,157	26,702	30,537	16,065	22,470	21,223	50,947	30,826	24,855	27,813	50,131	32,633	65,730	31,062	33,563	41,641	43,803	28,792	7,560	46,542
2021	57,435	114,846	67,027	79,128	38,013	34,855	27,980	50,759	27,022	30,903	16,258	22,740	21,478	51,558	31,196	25,153	28,147	50,733	33,025	66,519	31,435	33,966	42,141	44,329	29,138	7,651	47,100
2026	57,710	115,418	67,351	79,416	38,195	34,844	28,349	50,374	27,334	31,365	16,385	22,919	21,636	51,946	31,431	25,338	28,355	51,239	33,521	66,020	31,905	34,424	42,471	45,004	29,561	7,617	47,778

Catchment Zone	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	
Postcode Sector Groupings	DY9 0/7/8/9	ST19 5/9	WS1 1/2/3/4	WS2 0/7/8/9	WS10 0/7/8/9	WS11 0/1/4/5/6/7/8/9, WS12 0/1/2/3/4	WS13 6/7/8, WS14 0/9	WS3 1/2/3/4/5	WS4 1/2	WS5 3/4	WS56 6/7	WS7 0,/1/2/3/4/9	WS8 6/7	WS9 0/8/9	WV1 1/2/3/4	WV10 0/6/7/8/9	WV11 1/2/3	WV12 4/5	WV13 1/2/3	WV14 0/6/7/8/9	TF11 8/9	WV2 1/2/3/4	WV3 0/7/8/9	WV4 4/5/6	WV5 0/7/8/9	WV6 0/7/8/9, WV15 5	WV 7 3, WV8 1/2/5	TOTAL
2006	31,129	13,901	22,168	35,846	46,165	75,260	47,087	50,816	17,552	18,972	16,449	23,570	15,178	31,232	13,614	51,695	38,188	25,082	22,396	44,883	13,478	14,891	31,115	34,291	11,311	46,299	30,566	**1,931,922**
2009	31,126	13,900	22,166	35,843	46,161	75,253	47,083	50,811	17,550	18,970	16,448	23,568	15,177	31,229	13,613	51,690	38,185	25,080	22,394	44,879	13,477	14,890	31,112	34,288	11,310	46,295	30,563	**1,931,748**
2011	31,124	13,899	22,165	35,841	46,158	75,249	47,080	50,808	17,549	18,969	16,447	23,566	15,176	31,227	13,612	51,687	38,182	25,078	22,393	44,876	13,476	14,889	31,110	34,286	11,309	46,292	30,561	**1,931,632**
2016	29,908	13,926	21,345	36,809	46,678	75,277	45,154	52,237	18,056	18,997	17,059	24,059	15,887	31,645	14,757	52,977	37,927	25,497	23,060	47,975	15,089	15,798	30,794	34,083	11,482	46,262	31,287	**1,931,389**
2021	30,267	14,093	21,601	37,251	47,238	76,180	45,696	52,864	18,273	19,225	17,264	24,348	16,078	32,025	14,934	53,613	38,382	25,803	23,337	48,551	15,270	15,988	31,164	34,492	11,620	46,817	31,662	**1,954,565**
2026	30,534	14,036	22,233	38,361	48,006	75,842	45,492	54,388	18,821	19,679	17,188	24,239	16,532	32,943	15,386	55,018	39,391	26,585	24,054	49,794	15,690	16,475	32,114	35,403	11,603	47,806	32,002	**1,977,521**

SOURCE: Mott MacDonald, GVA and JMP, 2009

TABLE 1A

POPULATION GROWTH RATES

Catchment Zone	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
2009-2011	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2011-2016	-0.7	-4.4	-1.2	1.1	-1.0	-0.8	-1.5	-5.7	-0.6	-2.1	1.4	0.8	-0.4	-6.5	3.1	2.9	0.6	2.1	-0.8	0.3	-1.6	-2.8	3.2	4.3	-3.3	-1.0	-1.8
2016-2021	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2
2021-2026	0.5	0.5	0.5	0.4	0.5	0.0	1.3	-0.8	1.2	1.5	0.8	0.8	0.7	0.8	0.8	0.7	0.7	1.0	1.5	-0.7	1.5	1.3	0.8	1.5	1.5	-0.4	1.4

Catchment Zone	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	
2009-2011	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
2011-2016	-3.9	0.2	-3.7	2.7	1.1	0.0	-4.1	2.8	2.9	0.1	3.7	2.1	4.7	1.3	8.4	2.5	-0.7	1.7	3.0	6.9	12.0	6.1	-1.0	-0.6	1.5	-0.1	2.4	**0.0**
2016-2021	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	**1.2**
2021-2026	0.9	-0.4	2.9	3.0	1.6	-0.4	-0.4	2.9	3.0	2.4	-0.4	-0.4	2.8	2.9	3.0	2.6	2.6	3.0	3.1	2.6	2.8	3.0	3.0	2.6	-0.1	2.1	1.1	**1.2**

BLACK COUNTRY
CENTRES STUDY 2009

TABLE 2
CONVENIENCE GOODS RETAIL EXPENDITURE FORECASTS PER CAPITA (2007 PRICES)

Catchment Zone	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
2007	1,679	1,519	1,625	1,650	1,615	1,697	1,703	1,754	1,743	1,710	1,582	1,591	1,462	1,599	1,570	1,503	1,576	1,920
minus SFT at 2.33%	1,640	1,484	1,587	1,612	1,577	1,657	1,663	1,713	1,702	1,670	1,545	1,554	1,428	1,562	1,533	1,468	1,539	1,875
2009	1,692	1,531	1,638	1,663	1,628	1,711	1,717	1,768	1,757	1,724	1,595	1,604	1,474	1,612	1,583	1,515	1,589	1,935
minus SFT at 3%	1,642	1,485	1,589	1,613	1,579	1,659	1,665	1,715	1,704	1,672	1,547	1,556	1,430	1,563	1,535	1,470	1,541	1,877
2011	1,709	1,547	1,654	1,680	1,644	1,728	1,734	1,786	1,775	1,741	1,611	1,620	1,488	1,628	1,598	1,530	1,605	1,955
minus SFT at 3.5%	1,650	1,492	1,597	1,621	1,587	1,667	1,673	1,723	1,712	1,680	1,554	1,563	1,436	1,571	1,543	1,477	1,548	1,886
2016	1,753	1,586	1,696	1,722	1,686	1,771	1,778	1,831	1,819	1,785	1,651	1,661	1,526	1,669	1,639	1,569	1,645	2,004
minus SFT at 4%	1,682	1,522	1,628	1,653	1,618	1,701	1,707	1,758	1,747	1,714	1,585	1,594	1,465	1,602	1,573	1,506	1,579	1,924
2021	1,842	1,666	1,783	1,810	1,772	1,862	1,868	1,924	1,912	1,876	1,736	1,745	1,604	1,754	1,722	1,649	1,729	2,106
minus SFT at 4%	1,768	1,600	1,711	1,738	1,701	1,787	1,794	1,847	1,836	1,801	1,666	1,676	1,540	1,684	1,654	1,583	1,660	2,022
2026	1,936	1,751	1,874	1,903	1,862	1,957	1,964	2,022	2,010	1,972	1,824	1,834	1,686	1,844	1,810	1,733	1,817	2,214
minus SFT at 4%	1,859	1,681	1,799	1,826	1,788	1,878	1,885	1,942	1,929	1,893	1,751	1,761	1,618	1,770	1,738	1,664	1,744	2,125

Catchment Zone	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
2007	1,562	1,723	1,553	1,678	1,539	1,640	1,770	1,941	1,737	1,780	1,840	1,505	1,472	1,510	1,677	1,812	1,583	1,697
minus SFT at 2.33%	1,526	1,683	1,517	1,639	1,503	1,602	1,729	1,896	1,697	1,739	1,797	1,470	1,438	1,475	1,638	1,770	1,546	1,657
2009	1,575	1,737	1,565	1,691	1,551	1,653	1,784	1,957	1,751	1,794	1,855	1,517	1,484	1,522	1,690	1,827	1,596	1,711
minus SFT at 3%	1,527	1,685	1,518	1,641	1,505	1,604	1,731	1,898	1,698	1,740	1,799	1,472	1,439	1,476	1,640	1,772	1,548	1,659
2011	1,590	1,754	1,581	1,708	1,567	1,670	1,802	1,976	1,768	1,812	1,873	1,532	1,499	1,537	1,707	1,845	1,612	1,728
minus SFT at 3.5%	1,535	1,693	1,526	1,649	1,512	1,611	1,739	1,907	1,707	1,749	1,808	1,479	1,446	1,484	1,648	1,780	1,555	1,667
2016	1,630	1,799	1,621	1,752	1,606	1,712	1,848	2,026	1,813	1,858	1,921	1,571	1,537	1,576	1,751	1,891	1,652	1,771
minus SFT at 4%	1,565	1,727	1,556	1,681	1,542	1,643	1,774	1,945	1,741	1,784	1,844	1,508	1,475	1,513	1,680	1,816	1,586	1,701
2021	1,714	1,890	1,704	1,841	1,688	1,799	1,942	2,129	1,906	1,953	2,019	1,651	1,615	1,657	1,840	1,988	1,737	1,862
minus SFT at 4%	1,645	1,815	1,636	1,767	1,621	1,727	1,864	2,044	1,829	1,875	1,938	1,585	1,550	1,590	1,766	1,908	1,667	1,787
2026	1,801	1,987	1,791	1,935	1,775	1,891	2,041	2,238	2,003	2,052	2,122	1,735	1,697	1,741	1,934	2,089	1,825	1,957
minus SFT at 4%	1,729	1,907	1,719	1,857	1,704	1,815	1,959	2,149	1,923	1,970	2,037	1,666	1,629	1,671	1,856	2,006	1,752	1,878

Catchment Zone	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54
2007	1,765	1,681	1,697	1,617	1,747	1,491	1,552	1,644	1,659	1,565	1,582	1,846	1,544	1,714	1,697	1,829	1,770	1,636
minus SFT at 2.33%	1,724	1,642	1,657	1,579	1,706	1,456	1,516	1,606	1,620	1,529	1,545	1,803	1,508	1,674	1,657	1,786	1,729	1,598
2009	1,779	1,694	1,711	1,630	1,761	1,503	1,564	1,657	1,672	1,578	1,595	1,861	1,556	1,728	1,711	1,844	1,784	1,649
minus SFT at 3%	1,726	1,644	1,659	1,581	1,708	1,458	1,518	1,607	1,622	1,530	1,547	1,805	1,510	1,676	1,659	1,788	1,731	1,600
2011	1,797	1,711	1,728	1,646	1,779	1,518	1,580	1,674	1,689	1,593	1,611	1,879	1,572	1,745	1,728	1,862	1,802	1,666
minus SFT at 3.5%	1,734	1,652	1,667	1,589	1,716	1,465	1,525	1,615	1,630	1,538	1,554	1,814	1,517	1,684	1,667	1,797	1,739	1,607
2016	1,842	1,755	1,771	1,688	1,824	1,556	1,620	1,716	1,732	1,634	1,651	1,927	1,612	1,789	1,771	1,909	1,848	1,708
minus SFT at 4%	1,769	1,684	1,701	1,620	1,751	1,494	1,555	1,647	1,662	1,568	1,585	1,850	1,547	1,718	1,701	1,833	1,774	1,639
2021	1,936	1,844	1,862	1,774	1,917	1,636	1,703	1,804	1,820	1,717	1,736	2,025	1,694	1,880	1,862	2,007	1,942	1,795
minus SFT at 4%	1,859	1,770	1,787	1,703	1,840	1,570	1,635	1,731	1,747	1,648	1,666	1,944	1,626	1,805	1,787	1,926	1,864	1,723
2026	2,035	1,938	1,957	1,864	2,014	1,719	1,790	1,896	1,913	1,805	1,824	2,129	1,780	1,976	1,957	2,109	2,041	1,886
minus SFT at 4%	1,954	1,861	1,878	1,790	1,934	1,650	1,718	1,820	1,836	1,732	1,751	2,043	1,709	1,897	1,878	2,025	1,959	1,811

Source: Experian Business Strategies and Expenditure Data, April 2009

GROWTH IN PER CAPITA RETAIL EXPENDITURE (%pa): 0.3% pa 2007-2008 / 0.5% pa 2008-2016 / 1% pa 2016 onwards

TABLE 3
SURVEY AREA CONVENIENCE GOODS RETAIL EXPENDITURE FORECASTS

Catchment Zone	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
2009 (£000)	93,833	176,249	106,543	124,791	59,895	57,640	46,720	91,250	45,762	52,170	24,515	34,691	30,477	85,201	45,922	35,486	42,610	92,215
2011 (£000)	94,280	177,088	107,050	125,385	60,180	57,914	46,942	91,684	45,980	52,418	24,632	34,856	30,622	85,606	46,140	35,655	42,813	92,654
2016 (£000)	95,488	172,740	107,850	129,281	60,789	58,569	47,182	88,158	46,638	52,327	25,468	35,824	31,092	81,633	48,497	37,435	43,924	96,451
2021 (£000)	101,563	183,730	114,712	137,506	64,656	62,296	50,184	93,767	49,605	55,656	27,088	38,103	33,071	86,827	51,583	39,816	46,719	102,588
2026 (£000)	107,255	194,064	121,147	145,046	68,280	65,452	53,440	97,803	52,737	59,368	28,692	40,363	35,014	91,942	54,623	42,155	49,465	108,897

Catchment Zone	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
2009 (£000)	50,240	110,451	47,914	56,645	60,719	67,338	51,526	14,498	80,481	54,173	25,007	32,618	51,588	68,154	123,395	83,418	78,647	29,121
2011 (£000)	50,479	110,977	48,142	56,915	61,008	67,659	51,771	14,567	80,864	54,431	25,126	32,774	51,833	68,478	123,982	83,815	79,021	29,260
2016 (£000)	51,079	113,488	48,339	56,436	64,219	71,986	51,068	14,704	81,011	53,347	25,677	32,191	54,295	70,630	126,502	81,989	82,863	30,705
2021 (£000)	54,328	120,708	51,415	60,026	68,304	76,566	54,317	15,640	86,165	56,741	27,311	34,239	57,750	75,124	134,550	87,205	88,135	32,658
2026 (£000)	57,958	125,914	54,846	63,939	72,351	81,698	57,917	16,365	91,863	60,161	28,587	37,038	62,505	80,239	140,785	91,245	95,301	35,354

Catchment Zone	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	TOTAL
2009 (£000)	32,738	27,034	39,106	23,995	53,345	19,846	78,440	61,380	40,683	34,268	69,421	24,325	22,479	52,141	56,893	20,226	80,121	48,890	**3,117,235**
2011 (£000)	32,894	27,162	39,292	24,109	53,599	19,940	78,814	61,672	40,876	34,431	69,751	24,441	22,586	52,389	57,164	20,322	80,502	49,123	**3,132,068**
2016 (£000)	33,599	28,736	40,913	25,743	55,399	22,048	82,391	62,481	42,387	36,164	76,054	27,912	24,443	52,890	57,959	21,044	82,054	51,292	**3,193,384**
2021 (£000)	35,737	30,564	43,516	27,380	58,923	23,451	87,633	66,457	45,084	38,465	80,893	29,688	25,998	56,255	61,646	22,383	87,274	54,555	**3,396,554**
2026 (£000)	38,447	31,982	45,531	29,590	63,705	25,393	94,517	71,683	48,820	41,669	87,196	32,060	28,157	60,928	66,502	23,491	93,663	57,953	**3,611,100**

Source: Tables 1&2

BLACK COUNTRY CENTRES STUDY 2009

WOLVERHAMPTON

TABLE 4
WOLVERHAMPTON CITY CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	4	5	15	17	22	26	27	29	32	42	43	44	45	46	47	49	50	51	52	53	54
2009 (%)	0.8	0.9	0.9	0.9	3.6	1.0	0.8	1.9	0.4	37.3	41.9	10.7	0.8	1.8	3.7	44.1	47.4	29.0	14.6	37.8	20.0
2011 (%)	0.8	0.9	0.9	0.9	3.6	1.0	0.8	1.9	0.4	37.3	41.9	10.7	0.8	1.8	3.7	44.1	47.4	29.0	14.6	37.8	20.0
2016 (%)	0.8	0.9	0.9	0.9	3.6	1.0	0.8	1.9	0.4	37.3	41.9	10.7	0.8	1.8	3.7	44.1	47.4	29.0	14.6	37.8	20.0
2021 (%)	0.8	0.9	0.9	0.9	3.6	1.0	0.8	1.9	0.4	37.3	41.9	10.7	0.8	1.8	3.7	44.1	47.4	29.0	14.6	37.8	20.0
2026 (%)	0.8	0.9	0.9	0.9	3.6	1.0	0.8	1.9	0.4	37.3	41.9	10.7	0.8	1.8	3.7	44.1	47.4	29.0	14.6	37.8	20.0

SOURCE: Household Survey, February 2009

TABLE 4A
WOLVERHAMPTON CITY CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	4	5	15	17	22	26	27	29	32	42	43	44	45	46	47	49	50	51	52	53	54	TOTAL
2009 (£000)	1,030	539	413	383	2,011	141	664	469	239	7,397	32,886	6,537	305	617	2,534	9,907	24,702	16,499	2,943	30,306	9,754	150,276
2011 (£000)	1,034	542	415	385	2,020	142	667	471	240	7,433	33,043	6,568	307	620	2,546	9,955	24,819	16,578	2,957	30,450	9,800	150,991
2016 (£000)	1,067	547	436	395	2,003	143	668	481	247	8,219	34,542	6,654	318	651	2,776	10,773	25,057	16,808	3,062	31,037	10,233	156,119
2021 (£000)	1,134	582	464	420	2,131	152	711	512	263	8,741	36,740	7,078	338	692	2,953	11,459	26,651	17,877	3,257	33,011	10,884	166,052
2026 (£000)	1,197	615	492	445	2,270	160	758	536	281	9,465	39,626	7,634	366	750	3,183	12,410	28,865	19,286	3,418	35,428	11,562	178,745

SOURCE: Tables 3 & 4

TABLE 5
BILSTON DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	17	19	21	22	23	31	32	42	43	44	45	46	47	49	50	51	52
2009 (%)	0.9	2.9	0.9	2.6	5.2	0.4	1.3	11.7	2.9	2.2	1.3	13.2	42.1	23.5	6.7	10.3	2.3
2011 (%)	0.9	2.9	0.9	2.6	5.2	0.4	1.3	11.7	2.9	2.2	1.3	13.2	42.1	23.5	6.7	10.3	2.3
2016 (%)	0.9	2.9	0.9	2.6	5.2	0.4	1.3	11.7	2.9	2.2	1.3	13.2	42.1	23.5	6.7	10.3	2.3
2021 (%)	0.9	2.9	0.9	2.6	5.2	0.4	1.3	11.7	2.9	2.2	1.3	13.2	42.1	23.5	6.7	10.3	2.3
2026 (%)	0.9	2.9	0.9	2.6	5.2	0.4	1.3	11.7	2.9	2.2	1.3	13.2	42.1	23.5	6.7	10.3	2.3

SOURCE: Household Survey, February 2009

TABLE 5A
BILSTON DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	17	19	21	22	23	31	32	42	43	44	45	46	47	49	50	51	52	TOTAL
2009 (£000)	383	1,432	431	1,473	3,173	193	852	2,327	2,236	1,335	519	4,532	29,191	5,288	3,506	5,832	470	63,173
2011 (£000)	385	1,439	433	1,480	3,188	194	856	2,338	2,246	1,341	521	4,553	29,330	5,313	3,523	5,859	472	63,474
2016 (£000)	395	1,456	435	1,467	3,355	204	883	2,585	2,348	1,359	540	4,783	31,981	5,750	3,557	5,941	489	67,529
2021 (£000)	420	1,548	463	1,561	3,569	217	939	2,750	2,498	1,445	575	5,087	34,015	6,116	3,783	6,319	520	71,825
2026 (£000)	445	1,652	494	1,662	3,780	234	1,003	2,977	2,694	1,559	622	5,511	36,666	6,624	4,097	6,816	546	77,384

SOURCE: Tables 3 & 5

BLACK COUNTRY
CENTRES STUDY 2009

WOLVERHAMPTON

TABLE 6
WEDNESFIELD DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	31	35	38	40	42	43	44	45	46	47	49	51	52	53
2009 (%)	1.3	0.4	0.4	1.3	15.0	6.5	52.2	11.2	3.6	1.7	1.5	0.9	1.0	1.0
2011 (%)	1.3	0.4	0.4	1.3	15.0	6.5	52.2	11.2	3.6	1.7	1.5	0.9	1.0	1.0
2016 (%)	1.3	0.4	0.4	1.3	15.0	6.5	52.2	11.2	3.6	1.7	1.5	0.9	1.0	1.0
2021 (%)	1.3	0.4	0.4	1.3	15.0	6.5	52.2	11.2	3.6	1.7	1.5	0.9	1.0	1.0
2026 (%)	1.3	0.4	0.4	1.3	15.0	6.5	52.2	11.2	3.6	1.7	1.5	0.9	1.0	1.0

SOURCE: Household Survey, February 2009

TABLE 6A
WEDNESFIELD DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	31	35	38	40	42	43	44	45	46	47	49	51	52	53	TOTAL
2009 (£000)	658	275	95	306	2,972	5,079	32,025	4,536	1,225	1,198	337	512	197	781	50,196
2011 (£000)	661	277	95	307	2,986	5,103	32,178	4,558	1,231	1,203	339	514	198	785	50,435
2016 (£000)	692	290	101	328	3,302	5,335	32,600	4,726	1,293	1,312	367	522	205	800	51,872
2021 (£000)	736	308	107	349	3,512	5,674	34,674	5,027	1,375	1,395	390	555	218	851	55,172
2026 (£000)	797	334	112	377	3,803	6,120	37,400	5,443	1,490	1,504	422	599	229	913	59,543

SOURCE: Tables 3 & 6

TABLE 7
WOLVERHAMPTON OUT OF CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	22	29	42	43	44	47	49	50	51	52	53	54
2009 (%)	2.9	3.2	2.3	8.1	0.9	0.8	2.9	12.5	12.8	3.3	6.4	26.9
2011 (%)	2.9	3.2	2.3	8.1	0.9	0.8	2.9	12.5	12.8	3.3	6.4	26.9
2016 (%)	2.9	3.2	2.3	8.1	0.9	0.8	2.9	12.5	12.8	3.3	6.4	26.9
2021 (%)	2.9	3.2	2.3	8.1	0.9	0.8	2.9	12.5	12.8	3.3	6.4	26.9
2026 (%)	2.9	3.2	2.3	8.1	0.9	0.8	2.9	12.5	12.8	3.3	6.4	26.9

SOURCE: Household Survey, February 2009

TABLE 7A
WOLVERHAMPTON OUT OF CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	22	29	42	43	44	47	49	50	51	52	53	54	TOTAL
2009 (£000)	1,614	800	451	6,314	552	573	658	6,531	7,297	657	5,088	13,139	43,675
2011 (£000)	1,622	804	454	6,345	555	575	661	6,562	7,331	660	5,112	13,202	43,883
2016 (£000)	1,608	822	502	6,632	562	627	715	6,625	7,433	684	5,210	13,785	45,206
2021 (£000)	1,711	874	534	7,054	598	667	760	7,046	7,906	727	5,542	14,662	48,082
2026 (£000)	1,822	915	578	7,609	645	719	824	7,631	8,529	763	5,948	15,575	51,558

SOURCE: Tables 3 & 7

BLACK COUNTRY
CENTRES STUDY 2009

WALSALL

TABLE 8
WALSALL TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	1	7	16	17	23	29	30	31	32	34	35	36	37	38	39	40	41	44	45	46	48	51
2009 (%)	1.0	4.3	0.9	0.9	0.4	0.4	53.6	26.0	7.1	0.9	5.5	32.8	31.9	3.3	0.4	5.0	4.3	0.9	8.0	2.2	0.9	0.5
2011 (%)	1.0	4.3	0.9	0.9	0.4	0.4	53.6	26.0	7.1	0.9	5.5	32.8	31.9	3.3	0.4	5.0	4.3	0.9	8.0	2.2	0.9	0.5
2016 (%)	1.0	4.3	0.9	0.9	0.4	0.4	53.6	26.0	7.1	0.9	5.5	32.8	31.9	3.3	0.4	5.0	4.3	0.9	8.0	2.2	0.9	0.5
2021 (%)	1.0	4.3	0.9	0.9	0.4	0.4	53.6	26.0	7.1	0.9	5.5	32.8	31.9	3.3	0.4	5.0	4.3	0.9	8.0	2.2	0.9	0.5
2026 (%)	1.0	4.3	0.9	0.9	0.4	0.4	53.6	26.0	7.1	0.9	5.5	32.8	31.9	3.3	0.4	5.0	4.3	0.9	8.0	2.2	0.9	0.5

SOURCE: Household Survey, February 2009

TABLE 8A
WALSALL TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	1	7	16	17	23	29	30	31	32	34	35	36	37	38	39	40	41	44	45	46	48	51	TOTAL
2009 (£000)	915	1,986	319	383	228	88	17,492	13,413	4,839	751	4,306	9,537	10,435	879	137	1,188	2,280	552	3,234	754	219	256	74,190
2011 (£000)	919	1,995	321	385	229	88	17,575	13,477	4,862	754	4,326	9,583	10,485	883	138	1,193	2,291	555	3,250	757	220	257	74,543
2016 (£000)	931	2,005	337	395	241	90	17,262	14,117	5,015	738	4,537	10,056	10,710	934	143	1,274	2,368	562	3,370	796	251	261	76,393
2021 (£000)	990	2,133	358	420	256	96	18,361	15,015	5,334	785	4,825	10,696	11,391	993	152	1,355	2,519	598	3,584	846	267	277	81,253
2026 (£000)	1,046	2,271	379	445	271	100	19,862	16,251	5,697	821	5,218	11,578	12,255	1,039	159	1,465	2,723	645	3,881	917	289	299	87,613

SOURCE: Tables 3 & 8

TABLE 9
BLOXWICH DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	31	35	36	37	38	41	44	45
2009 (%)	7.0	40.1	0.9	0.9	6.2	0.9	3.1	8.2
2011 (%)	7.0	40.1	0.9	0.9	6.2	0.9	3.1	8.2
2016 (%)	7.0	40.1	0.9	0.9	6.2	0.9	3.1	8.2
2021 (%)	7.0	40.1	0.9	0.9	6.2	0.9	3.1	8.2
2026 (%)	7.0	40.1	0.9	0.9	6.2	0.9	3.1	8.2

SOURCE: Household Survey, February 2009

TABLE 9A
BLOXWICH DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	31	35	36	37	38	41	44	45	TOTAL
2009 (£000)	3,585	31,557	262	295	1,676	480	1,887	3,336	43,079
2011 (£000)	3,602	31,707	263	296	1,684	482	1,896	3,352	43,284
2016 (£000)	3,774	33,249	276	302	1,782	499	1,921	3,476	45,278
2021 (£000)	4,014	35,364	294	322	1,895	530	2,044	3,697	48,159
2026 (£000)	4,344	38,240	318	346	1,983	573	2,204	4,003	52,012

SOURCE: Tables 3 & 9

TABLE 10
BROWNHILLS DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	3	5	18	31	33	34	35	36	39	40	41	44
2009 (%)	1.2	0.4	1.3	0.9	0.9	1.8	14.9	9.9	6.1	70.9	15.2	0.9
2011 (%)	1.2	0.4	1.3	0.9	0.9	1.8	14.9	9.9	6.1	70.9	15.2	0.9
2016 (%)	1.2	0.4	1.3	0.9	0.9	1.8	14.9	9.9	6.1	70.9	15.2	0.9
2021 (%)	1.2	0.4	1.3	0.9	0.9	1.8	14.9	9.9	6.1	70.9	15.2	0.9
2026 (%)	1.2	0.4	1.3	0.9	0.9	1.8	14.9	9.9	6.1	70.9	15.2	0.9

SOURCE: Household Survey, February 2009

TABLE 10A
BROWNHILLS DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	3	5	18	31	33	34	35	36	39	40	41	44	TOTAL
2009 (£000)	1,225	210	1,199	464	1,111	1,502	11,738	2,876	2,376	17,007	8,108	552	48,367
2011 (£000)	1,231	211	1,205	467	1,116	1,509	11,794	2,889	2,387	17,088	8,147	555	48,597
2016 (£000)	1,240	213	1,254	489	1,139	1,476	12,367	3,032	2,485	18,245	8,421	562	50,923
2021 (£000)	1,319	226	1,334	520	1,211	1,570	13,154	3,225	2,644	19,406	8,956	598	54,162
2026 (£000)	1,393	239	1,416	563	1,267	1,642	14,224	3,491	2,766	20,972	9,683	645	58,301

SOURCE: Tables 3 & 10

TABLE 11
ALDRIDGE DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	2	7	18	30	35	36	37	40	41
2009 (%)	1.6	2.0	5.7	0.4	2.2	27.0	4.1	0.9	47.0
2011 (%)	1.6	2.0	5.7	0.4	2.2	27.0	4.1	0.9	47.0
2016 (%)	1.6	2.0	5.7	0.4	2.2	27.0	4.1	0.9	47.0
2021 (%)	1.6	2.0	5.7	0.4	2.2	27.0	4.1	0.9	47.0
2026 (%)	1.6	2.0	5.7	0.4	2.2	27.0	4.1	0.9	47.0

SOURCE: Household Survey, February 2009

TABLE 11A
ALDRIDGE DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	2	7	18	30	35	36	37	40	41	TOTAL
2009 (£000)	2,776	946	5,256	139	1,691	7,863	1,334	216	25,059	45,279
2011 (£000)	2,789	951	5,281	139	1,699	7,900	1,340	217	25,178	45,495
2016 (£000)	2,721	955	5,498	137	1,782	8,290	1,369	232	26,023	47,007
2021 (£000)	2,894	1,016	5,848	146	1,895	8,818	1,456	246	27,679	49,997
2026 (£000)	3,057	1,082	6,207	157	2,049	9,546	1,567	266	29,925	53,856

SOURCE: Tables 3 & 11

BLACK COUNTRY CENTRES STUDY 2009

WALSALL

TABLE 12
WILLENHALL DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	31	36	38	42	43	44	45	46	47
2009 (%)	1.5	0.4	0.4	0.9	0.8	1.3	7.6	20.1	0.4
2011 (%)	1.5	0.4	0.4	0.9	0.8	1.3	7.6	20.1	0.4
2016 (%)	1.5	0.4	0.4	0.9	0.8	1.3	7.6	20.1	0.4
2021 (%)	1.5	0.4	0.4	0.9	0.8	1.3	7.6	20.1	0.4
2026 (%)	1.5	0.4	0.4	0.9	0.8	1.3	7.6	20.1	0.4

SOURCE: Household Survey, February 2009

TABLE 12A
WILLENHALL DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	31	36	38	42	43	44	45	46	47	TOTAL
2009 (£000)	761	102	95	174	628	783	3,072	6,879	260	12,752
2011 (£000)	765	102	95	174	631	786	3,086	6,912	262	12,813
2016 (£000)	801	107	101	193	659	797	3,200	7,260	285	13,403
2021 (£000)	852	114	107	205	701	847	3,404	7,722	303	14,256
2026 (£000)	922	124	112	222	756	914	3,686	8,365	327	15,428

SOURCE: Tables 3 & 12

TABLE 13
DARLASTON DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	16	17	30	31	32	42	44	45	46	47	48
2009 (%)	0.4	1.3	0.9	11.8	30.4	2.9	3.6	11.5	16.3	5.1	0.9
2011 (%)	0.4	1.3	0.9	11.8	30.4	2.9	3.6	11.5	16.3	5.1	0.9
2016 (%)	0.4	1.3	0.9	11.8	30.4	2.9	3.6	11.5	16.3	5.1	0.9
2021 (%)	0.4	1.3	0.9	11.8	30.4	2.9	3.6	11.5	16.3	5.1	0.9
2026 (%)	0.4	1.3	0.9	11.8	30.4	2.9	3.6	11.5	16.3	5.1	0.9

SOURCE: Household Survey, February 2009

TABLE 13A
DARLASTON DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	16	17	30	31	32	42	44	45	46	47	48	TOTAL
2009 (£000)	151	554	294	6,100	20,702	580	2,210	4,668	5,594	3,540	219	44,612
2011 (£000)	152	557	295	6,129	20,800	583	2,220	4,691	5,621	3,557	220	44,825
2016 (£000)	159	571	290	6,420	21,454	645	2,249	4,864	5,904	3,879	251	46,686
2021 (£000)	169	607	308	6,829	22,819	686	2,392	5,173	6,279	4,126	267	49,656
2026 (£000)	179	643	333	7,391	24,373	743	2,581	5,602	6,803	4,447	289	53,383

SOURCE: Tables 3 & 13

BLACK COUNTRY
CENTRES STUDY 2009

WALSALL

TABLE 14
WALSALL OUT OF CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	2	7	13	16	17	30	31	32	35	36	37	38	41	42	44	45	46	47	51
2009 (%)	0.8	1.0	0.9	0.9	5.5	23.8	37.7	5.7	10.4	8.2	26.9	0.4	3.8	2.9	0.9	22.3	19.9	0.4	0.9
2011 (%)	0.8	1.0	0.9	0.9	5.5	23.8	37.7	5.7	10.4	8.2	26.9	0.4	3.8	2.9	0.9	22.3	19.9	0.4	0.9
2016 (%)	0.8	1.0	0.9	0.9	5.5	23.8	37.7	5.7	10.4	8.2	26.9	0.4	3.8	2.9	0.9	22.3	19.9	0.4	0.9
2021 (%)	0.8	1.0	0.9	0.9	5.5	23.8	37.7	5.7	10.4	8.2	26.9	0.4	3.8	2.9	0.9	22.3	19.9	0.4	0.9
2026 (%)	0.8	1.0	0.9	0.9	5.5	23.8	37.7	5.7	10.4	8.2	26.9	0.4	3.8	2.9	0.9	22.3	19.9	0.4	0.9

SOURCE: Household Survey, February 2009

TABLE 14A
WALSALL OUT OF CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	2	7	13	16	17	30	31	32	35	36	37	38	41	42	44	45	46	47	51	TOTAL
2009 (£000)	1,454	456	274	319	2,333	7,771	19,449	3,851	8,160	2,381	8,815	95	2,000	580	552	9,082	6,802	260	512	75,147
2011 (£000)	1,461	458	276	321	2,344	7,808	19,541	3,869	8,198	2,392	8,857	95	2,010	583	555	9,126	6,834	262	514	75,504
2016 (£000)	1,425	460	280	337	2,405	7,669	20,469	3,991	8,597	2,510	9,047	101	2,077	645	562	9,463	7,179	285	522	78,023
2021 (£000)	1,516	489	298	358	2,558	8,157	21,772	4,244	9,144	2,670	9,622	107	2,210	686	598	10,065	7,635	303	555	82,988
2026 (£000)	1,601	521	315	379	2,708	8,824	23,564	4,534	9,888	2,890	10,352	112	2,389	743	645	10,899	8,271	327	599	89,561

SOURCE: Tables 3 & 14

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

TABLE 15
WEST BROMWICH TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	12	13	14	15	16	17	23	32	37	54
2009 (%)	1.3	3.9	1.0	4.0	27.0	19.2	0.4	2.2	1.9	0.4
2011 (%)	1.3	3.9	1.0	4.0	27.0	19.2	0.4	2.2	1.9	0.4
2016 (%)	1.3	3.9	1.0	4.0	27.0	19.2	0.4	2.2	1.9	0.4
2021 (%)	1.3	3.9	1.0	4.0	27.0	19.2	0.4	2.2	1.9	0.4
2026 (%)	1.3	3.9	1.0	4.0	27.0	19.2	0.4	2.2	1.9	0.4

SOURCE: Household Survey, February 2009

TABLE 15A
WEST BROMWICH TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	12	13	14	15	16	17	23	32	37	54	TOTAL
2009 (£000)	451	1,189	873	1,848	9,563	8,192	228	1,465	614	183	24,607
2011 (£000)	453	1,194	877	1,857	9,609	8,231	229	1,472	617	184	24,724
2016 (£000)	466	1,213	837	1,952	10,089	8,444	241	1,519	630	192	25,582
2021 (£000)	495	1,290	890	2,076	10,730	8,982	256	1,615	670	205	27,209
2026 (£000)	525	1,366	942	2,199	11,361	9,510	271	1,725	721	217	28,836

SOURCE: Tables 3 & 15

TABLE 16
BLACKHEATH TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	5	9	10	11	12	14	21
2009 (%)	3.4	39.5	17.9	20.5	44.8	1.8	1.3
2011 (%)	3.4	39.5	17.9	20.5	44.8	1.8	1.3
2016 (%)	3.4	39.5	17.9	20.5	44.8	1.8	1.3
2021 (%)	3.4	39.5	17.9	20.5	44.8	1.8	1.3
2026 (%)	3.4	39.5	17.9	20.5	44.8	1.8	1.3

SOURCE: Household Survey, February 2009

TABLE 16A
BLACKHEATH TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	5	9	10	11	12	14	21	TOTAL
2009 (£000)	2,021	18,053	9,312	5,019	15,541	1,534	611	52,092
2011 (£000)	2,031	18,139	9,357	5,043	15,615	1,541	614	52,340
2016 (£000)	2,052	18,399	9,340	5,214	16,049	1,469	616	53,140
2021 (£000)	2,182	19,569	9,935	5,546	17,070	1,563	656	56,521
2026 (£000)	2,304	20,805	10,597	5,875	18,082	1,655	699	60,018

SOURCE: Tables 3 & 16

TABLE 17
CRADLEY HEATH TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	3	4	5	9	10	11	12	14	15	19	21	22	24	26	27	28
2009 (%)	0.3	0.3	0.9	0.4	14.1	37.8	3.8	0.9	1.7	1.0	9.1	1.3	3.8	2.0	0.4	1.9
2011 (%)	0.3	0.3	0.9	0.4	14.1	37.8	3.8	0.9	1.7	1.0	9.1	1.3	3.8	2.0	0.4	1.9
2016 (%)	0.3	0.3	0.9	0.4	14.1	37.8	3.8	0.9	1.7	1.0	9.1	1.3	3.8	2.0	0.4	1.9
2021 (%)	0.3	0.3	0.9	0.4	14.1	37.8	3.8	0.9	1.7	1.0	9.1	1.3	3.8	2.0	0.4	1.9
2026 (%)	0.3	0.3	0.9	0.4	14.1	37.8	3.8	0.9	1.7	1.0	9.1	1.3	3.8	2.0	0.4	1.9

SOURCE: Household Survey, February 2009

TABLE 17A
CRADLEY HEATH TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	3	4	5	9	10	11	12	14	15	19	21	22	24	26	27	28	TOTAL
2009 (£000)	346	343	539	172	7,330	9,254	1,301	767	792	490	4,348	751	2,576	283	282	1,016	30,589
2011 (£000)	348	345	542	172	7,365	9,299	1,307	770	796	492	4,369	754	2,588	284	283	1,021	30,734
2016 (£000)	351	356	547	175	7,352	9,614	1,343	735	837	498	4,387	748	2,753	287	284	1,000	31,265
2021 (£000)	373	378	582	186	7,820	10,226	1,429	781	890	530	4,666	795	2,929	305	302	1,064	33,254
2026 (£000)	394	399	615	198	8,341	10,831	1,514	827	942	565	4,977	847	3,125	319	322	1,128	35,344

SOURCE: Tables 3 & 17

TABLE 18
GREAT BRIDGE TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	4	7	9	12	13	14	15	16	17	19	21	22	23	25	32	37	42	46	47	53
2009 (%)	0.8	0.4	1.9	2.9	1.8	1.8	5.9	35.9	28.5	3.2	2.8	2.9	26.7	1.0	4.6	0.9	0.4	1.3	2.9	1.0
2011 (%)	0.8	0.4	1.9	2.9	1.8	1.8	5.9	35.9	28.5	3.2	2.8	2.9	26.7	1.0	4.6	0.9	0.4	1.3	2.9	1.0
2016 (%)	0.8	0.4	1.9	2.9	1.8	1.8	5.9	35.9	28.5	3.2	2.8	2.9	26.7	1.0	4.6	0.9	0.4	1.3	2.9	1.0
2021 (%)	0.8	0.4	1.9	2.9	1.8	1.8	5.9	35.9	28.5	3.2	2.8	2.9	26.7	1.0	4.6	0.9	0.4	1.3	2.9	1.0
2026 (%)	0.8	0.4	1.9	2.9	1.8	1.8	5.9	35.9	28.5	3.2	2.8	2.9	26.7	1.0	4.6	0.9	0.4	1.3	2.9	1.0

SOURCE: Household Survey, February 2009

TABLE 18A
GREAT BRIDGE TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	4	7	9	12	13	14	15	16	17	19	21	22	23	25	32	37	42	46	47	53	TOTAL
2009 (£000)	1,030	199	858	989	549	1,534	2,709	12,739	12,123	1,620	1,330	1,614	16,182	502	3,118	295	84	445	2,031	781	60,731
2011 (£000)	1,034	200	862	993	551	1,541	2,722	12,800	12,180	1,628	1,336	1,622	16,259	505	3,133	296	85	448	2,040	785	61,020
2016 (£000)	1,067	201	874	1,021	560	1,469	2,861	13,439	12,496	1,647	1,341	1,608	17,114	498	3,231	302	94	470	2,225	800	63,320
2021 (£000)	1,134	213	930	1,086	595	1,563	3,043	14,294	13,292	1,752	1,427	1,711	18,203	530	3,437	322	100	500	2,366	851	67,348
2026 (£000)	1,197	227	989	1,150	630	1,655	3,223	15,134	14,073	1,869	1,522	1,822	19,282	565	3,671	346	108	542	2,550	913	71,467

SOURCE: Tables 3 & 18

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

TABLE 19
OLDBURY TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	1	5	7	9	10	12	13	14	15	16	17	21	23	32	37	44	52
2009 (%)	0.4	3.1	1.0	1.3	0.9	9.1	3.2	15.7	48.7	8.6	6.8	1.3	1.8	1.8	0.9	1.8	1.0
2011 (%)	0.4	3.1	1.0	1.3	0.9	9.1	3.2	15.7	48.7	8.6	6.8	1.3	1.8	1.8	0.9	1.8	1.0
2016 (%)	0.4	3.1	1.0	1.3	0.9	9.1	3.2	15.7	48.7	8.6	6.8	1.3	1.8	1.8	0.9	1.8	1.0
2021 (%)	0.4	3.1	1.0	1.3	0.9	9.1	3.2	15.7	48.7	8.6	6.8	1.3	1.8	1.8	0.9	1.8	1.0
2026 (%)	0.4	3.1	1.0	1.3	0.9	9.1	3.2	15.7	48.7	8.6	6.8	1.3	1.8	1.8	0.9	1.8	1.0

SOURCE: Household Survey, February 2009

TABLE 19A
OLDBURY TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	1	5	7	9	10	12	13	14	15	16	17	21	23	32	37	44	52	TOTAL
2009 (£000)	352	1,827	456	583	470	3,166	960	13,398	22,364	3,061	2,887	611	1,093	1,227	295	1,105	197	54,049
2011 (£000)	354	1,835	458	586	472	3,181	965	13,462	22,470	3,075	2,901	614	1,098	1,233	296	1,110	198	54,306
2016 (£000)	358	1,854	460	595	471	3,269	979	12,837	23,618	3,229	2,976	616	1,156	1,271	302	1,125	205	55,322
2021 (£000)	381	1,972	489	632	501	3,477	1,042	13,654	25,121	3,434	3,165	656	1,229	1,352	322	1,196	218	58,841
2026 (£000)	402	2,083	521	672	534	3,683	1,103	14,458	26,601	3,636	3,351	699	1,302	1,444	346	1,290	229	62,356

SOURCE: Tables 3 & 19

TABLE 20
WEDNESBURY TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	7	14	15	16	17	18	23	32	33	37	45	46	49
2009 (%)	3.0	0.9	0.9	7.2	13.0	1.0	4.2	25.2	1.8	1.3	2.8	1.8	3.7
2011 (%)	3.0	0.9	0.9	7.2	13.0	1.0	4.2	25.2	1.8	1.3	2.8	1.8	3.7
2016 (%)	3.0	0.9	0.9	7.2	13.0	1.0	4.2	25.2	1.8	1.3	2.8	1.8	3.7
2021 (%)	3.0	0.9	0.9	7.2	13.0	1.0	4.2	25.2	1.8	1.3	2.8	1.8	3.7
2026 (%)	3.0	0.9	0.9	7.2	13.0	1.0	4.2	25.2	1.8	1.3	2.8	1.8	3.7

SOURCE: Household Survey, February 2009

TABLE 20A
WEDNESBURY TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	7	14	15	16	17	18	23	32	33	37	45	46	49	TOTAL
2009 (£000)	1,402	767	413	2,546	5,539	899	2,520	17,175	2,190	426	1,129	617	820	36,443
2011 (£000)	1,408	770	415	2,558	5,566	903	2,532	17,256	2,201	428	1,134	620	824	36,616
2016 (£000)	1,415	735	436	2,686	5,710	940	2,665	17,799	2,245	437	1,176	651	892	37,789
2021 (£000)	1,506	781	464	2,857	6,073	1,000	2,835	18,931	2,388	465	1,251	692	949	40,193
2026 (£000)	1,603	827	492	3,025	6,430	1,062	3,003	20,220	2,499	500	1,355	750	1,028	42,793

SOURCE: Tables 3 & 20

BLACK COUNTRY CENTRES STUDY 2009

SANDWELL

TABLE 21
CAPE HILL TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	1	2	5	9	13	14	17
2009 (%)	9.1	0.8	2.2	1.3	44.7	21.7	0.9
2011 (%)	9.1	0.8	2.2	1.3	44.7	21.7	0.9
2016 (%)	9.1	0.8	2.2	1.3	44.7	21.7	0.9
2021 (%)	9.1	0.8	2.2	1.3	44.7	21.7	0.9
2026 (%)	9.1	0.8	2.2	1.3	44.7	21.7	0.9

SOURCE: Household Survey, February 2009

TABLE 21A
CAPE HILL TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	1	2	5	9	13	14	17	TOTAL
2009 (£000)	8,492	1,454	1,288	583	13,608	18,467	383	44,276
2011 (£000)	8,532	1,461	1,294	586	13,673	18,555	385	44,487
2016 (£000)	8,642	1,425	1,307	595	13,883	17,694	395	43,940
2021 (£000)	9,191	1,516	1,390	632	14,766	18,820	420	46,736
2026 (£000)	9,707	1,601	1,468	672	15,634	19,928	445	49,455

SOURCE: Tables 3 & 21

TABLE 22
BEARWOOD TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	1	13	14	16	17	29
2009 (%)	4.0	7.4	4.0	0.4	0.4	0.4
2011 (%)	4.0	7.4	4.0	0.4	0.4	0.4
2016 (%)	4.0	7.4	4.0	0.4	0.4	0.4
2021 (%)	4.0	7.4	4.0	0.4	0.4	0.4
2026 (%)	4.0	7.4	4.0	0.4	0.4	0.4

SOURCE: Household Survey, February 2009

TABLE 22A
BEARWOOD TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	1	13	14	16	17	29	TOTAL
2009 (£000)	3,753	2,263	3,365	151	170	88	9,790
2011 (£000)	3,771	2,274	3,381	152	171	88	9,837
2016 (£000)	3,820	2,309	3,225	159	176	90	9,777
2021 (£000)	4,063	2,455	3,430	169	187	96	10,399
2026 (£000)	4,290	2,600	3,632	179	198	100	10,999

SOURCE: Tables 3 & 22

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

TABLE 23
SANDWELL OUT OF CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	1	4	5	6	9	10	11	12	14	15	16	17	19	21	22	23	25	26	31	32	37	47	52
2009 (%)	1.9	0.8	8.9	0.4	11.1	0.9	1.4	14.6	13.6	6.9	0.9	2.7	4.7	0.9	8.5	31.2	1.0	1.0	0.9	0.4	0.4	16.0	1.0
2011 (%)	1.9	0.8	8.9	0.4	11.1	0.9	1.4	14.6	13.6	6.9	0.9	2.7	4.7	0.9	8.5	31.2	1.0	1.0	0.9	0.4	0.4	16.0	1.0
2016 (%)	1.9	0.8	8.9	0.4	11.1	0.9	1.4	14.6	13.6	6.9	0.9	2.7	4.7	0.9	8.5	31.2	1.0	1.0	0.9	0.4	0.4	16.0	1.0
2021 (%)	1.9	0.8	8.9	0.4	11.1	0.9	1.4	14.6	13.6	6.9	0.9	2.7	4.7	0.9	8.5	31.2	1.0	1.0	0.9	0.4	0.4	16.0	1.0
2026 (%)	1.9	0.8	8.9	0.4	11.1	0.9	1.4	14.6	13.6	6.9	0.9	2.7	4.7	0.9	8.5	31.2	1.0	1.0	0.9	0.4	0.4	16.0	1.0

SOURCE: Household Survey, February 2009

TABLE 23A
SANDWELL OUT OF CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	1	4	5	6	9	10	11	12	14	15	16	17	19	21	22	23	25	26	31	32	37	47	52	TOTAL
2009 (£000)	1,759	1,030	5,346	231	5,080	470	343	5,065	11,566	3,157	319	1,150	2,374	431	4,801	18,929	502	141	464	239	131	11,073	197	74,797
2011 (£000)	1,768	1,034	5,371	232	5,104	472	345	5,089	11,621	3,172	321	1,156	2,385	433	4,824	19,019	505	142	467	240	132	11,125	198	75,153
2016 (£000)	1,790	1,067	5,425	234	5,177	471	357	5,230	11,082	3,334	337	1,186	2,413	435	4,783	20,020	498	143	489	247	134	12,131	205	77,189
2021 (£000)	1,904	1,134	5,771	249	5,506	501	379	5,563	11,787	3,546	358	1,261	2,567	463	5,087	21,294	530	152	520	263	143	12,902	218	82,100
2026 (£000)	2,011	1,197	6,094	262	5,854	534	402	5,893	12,481	3,755	379	1,336	2,739	494	5,419	22,555	565	160	563	281	154	13,908	229	87,262

SOURCE: Tables 3 & 23

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

TABLE 24
BRIERLEY HILL/MERRY HILL STRATEGIC CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	3	10	11	12	13	19	21	22	23	24	25	26	27	28	29	50	52
2009 (%)	0.8	11.7	10.2	1.9	0.9	22.5	33.6	7.5	1.3	57.8	28.0	18.4	17.9	49.6	7.5	1.1	2.9
2011 (%)	0.8	11.7	10.2	1.9	0.9	22.5	33.6	7.5	1.3	57.8	28.0	18.4	17.9	49.6	7.5	1.1	2.9
2016 (%)	0.8	11.7	10.2	1.9	0.9	22.5	33.6	7.5	1.3	57.8	28.0	18.4	17.9	49.6	7.5	1.1	2.9
2021 (%)	0.8	11.7	10.2	1.9	0.9	22.5	33.6	7.5	1.3	57.8	28.0	18.4	17.9	49.6	7.5	1.1	2.9
2026 (%)	0.8	11.7	10.2	1.9	0.9	22.5	33.6	7.5	1.3	57.8	28.0	18.4	17.9	49.6	7.5	1.1	2.9

SOURCE: Household Survey, February 2009

TABLE 24A
BRIERLEY HILL/MERRY HILL STRATEGIC CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	3	10	11	12	13	19	21	22	23	24	25	26	27	28	29	50	52	TOTAL
2009 (£000)	879	6,078	2,501	650	274	11,317	16,099	4,248	774	38,922	14,414	2,664	14,386	26,883	1,876	547	576	143,089
2011 (£000)	883	6,107	2,512	654	276	11,370	16,176	4,269	778	39,107	14,483	2,677	14,454	27,011	1,884	550	579	143,770
2016 (£000)	890	6,096	2,598	672	280	11,505	16,242	4,233	819	41,608	14,286	2,702	14,481	26,473	1,926	555	600	145,965
2021 (£000)	946	6,484	2,763	714	298	12,237	17,275	4,502	871	44,255	15,195	2,874	15,402	28,158	2,048	591	638	155,252
2026 (£000)	999	6,916	2,927	757	315	13,055	18,428	4,795	922	47,221	16,202	3,007	16,421	29,855	2,144	640	669	165,275

SOURCE: Tables 3 & 24

TABLE 25
DUDLEY TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	1	9	10	11	12	15	19	21	22	23	24	25	47	51	52
2009 (%)	0.4	0.4	0.9	0.4	0.4	3.8	13.6	9.9	2.3	1.1	0.7	0.4	2.1	0.5	1.0
2011 (%)	0.4	0.4	0.9	0.4	0.4	3.8	13.6	9.9	2.3	1.1	0.7	0.4	2.1	0.5	1.0
2016 (%)	0.4	0.4	0.9	0.4	0.4	3.8	13.6	9.9	2.3	1.1	0.7	0.4	2.1	0.5	1.0
2021 (%)	0.4	0.4	0.9	0.4	0.4	3.8	13.6	9.9	2.3	1.1	0.7	0.4	2.1	0.5	1.0
2026 (%)	0.4	0.4	0.9	0.4	0.4	3.8	13.6	9.9	2.3	1.1	0.7	0.4	2.1	0.5	1.0

SOURCE: Household Survey, February 2009

TABLE 25A
DUDLEY TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	1	9	10	11	12	15	19	21	22	23	24	25	47	51	52	TOTAL
2009 (£000)	352	172	470	104	139	1,757	6,833	4,732	1,303	668	471	193	1,458	256	197	19,103
2011 (£000)	354	172	472	105	139	1,765	6,865	4,754	1,309	671	474	194	1,465	257	198	19,194
2016 (£000)	358	175	471	108	143	1,855	6,947	4,774	1,298	706	504	192	1,597	261	205	19,594
2021 (£000)	381	186	501	115	152	1,973	7,389	5,077	1,381	751	536	204	1,699	277	218	20,840
2026 (£000)	402	198	534	122	161	2,089	7,882	5,416	1,471	796	572	217	1,831	299	229	22,220

SOURCE: Tables 3 & 25

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

TABLE 26
STOURBRIDGE TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	11	24	25	26	27	28
2009 (%)	0.4	1.1	1.4	5.9	11.0	9.5
2011 (%)	0.4	1.1	1.4	5.9	11.0	9.5
2016 (%)	0.4	1.1	1.4	5.9	11.0	9.5
2021 (%)	0.4	1.1	1.4	5.9	11.0	9.5
2026 (%)	0.4	1.1	1.4	5.9	11.0	9.5

SOURCE: Household Survey, February 2009

TABLE 26A
STOURBRIDGE TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	11	24	25	26	27	28	TOTAL
2009 (£000)	104	707	696	859	8,853	5,119	16,338
2011 (£000)	105	710	699	863	8,895	5,144	16,416
2016 (£000)	108	756	689	871	8,911	5,041	16,377
2021 (£000)	115	804	733	927	9,478	5,362	17,419
2026 (£000)	122	858	782	970	10,105	5,685	18,522

SOURCE: Tables 3 & 26

TABLE 27
HALESOWEN TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	4	5	9	10	11	12	14	51
2009 (%)	0.8	5.2	8.9	28.9	2.3	0.9	0.9	0.5
2011 (%)	0.8	5.2	8.9	28.9	2.3	0.9	0.9	0.5
2016 (%)	0.8	5.2	8.9	28.9	2.3	0.9	0.9	0.5
2021 (%)	0.8	5.2	8.9	28.9	2.3	0.9	0.9	0.5
2026 (%)	0.8	5.2	8.9	28.9	2.3	0.9	0.9	0.5

SOURCE: Household Survey, February 2009

TABLE 27A
HALESOWEN TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	4	5	9	10	11	12	14	51	TOTAL
2009 (£000)	1,030	3,100	4,061	15,064	552	312	767	256	25,141
2011 (£000)	1,034	3,114	4,081	15,136	554	314	770	257	25,261
2016 (£000)	1,067	3,146	4,139	15,109	573	322	735	261	25,352
2021 (£000)	1,134	3,346	4,402	16,071	609	343	781	277	26,965
2026 (£000)	1,197	3,533	4,680	17,143	646	363	827	299	28,689

SOURCE: Tables 3 & 27

BLACK COUNTRY CENTRES STUDY 2009

DUDLEY

TABLE 28
KINGSWINFORD TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	25	26	52
2009 (%)	14.4	2.0	1.9
2011 (%)	14.4	2.0	1.9
2016 (%)	14.4	2.0	1.9
2021 (%)	14.4	2.0	1.9
2026 (%)	14.4	2.0	1.9

SOURCE: Household Survey, February 2009

TABLE 28A
KINGSWINFORD TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	25	26	52	TOTAL
2009 (£000)	7,433	283	379	8,095
2011 (£000)	7,468	284	381	8,133
2016 (£000)	7,367	287	395	8,048
2021 (£000)	7,835	305	420	8,560
2026 (£000)	8,355	319	440	9,114

SOURCE: Tables 3 & 28

TABLE 29
LYE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	28
2009 (%)	0.4
2011 (%)	0.4
2016 (%)	0.4
2021 (%)	0.4
2026 (%)	0.4

SOURCE: Household Survey, February 2009

TABLE 29A
LYE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	28	TOTAL
2009 (£000)	230	230
2011 (£000)	231	231
2016 (£000)	227	227
2021 (£000)	241	241
2026 (£000)	256	256

SOURCE: Tables 3 & 29

BLACK COUNTRY CENTRES STUDY 2009

DUDLEY

TABLE 30
SEDGELY
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	3	19	22	47	50	51	52
2009 (%)	0.3	3.6	25.5	2.0	0.4	0.5	1.4
2011 (%)	0.3	3.6	25.5	2.0	0.4	0.5	1.4
2016 (%)	0.3	3.6	25.5	2.0	0.4	0.5	1.4
2021 (%)	0.3	3.6	25.5	2.0	0.4	0.5	1.4
2026 (%)	0.3	3.6	25.5	2.0	0.4	0.5	1.4

SOURCE: Household Survey, February 2009

TABLE 30A
SEDGELY
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	3	19	22	47	50	51	52	TOTAL
2009 (£000)	346	1,796	14,459	1,354	182	256	288	18,681
2011 (£000)	348	1,805	14,527	1,360	183	257	290	18,770
2016 (£000)	351	1,826	14,405	1,483	185	261	300	18,811
2021 (£000)	373	1,942	15,322	1,577	197	277	319	20,007
2026 (£000)	394	2,072	16,320	1,700	213	299	335	21,334

SOURCE: Tables 3 & 30

TABLE 31
DUDLEY OUT OF CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	2	3	10	11	12	14	15	16	17	19	21	22	23	24	25	26	27	28	34	37	47	51	52
2009 (%)	0.8	0.8	2.2	2.0	2.9	0.9	13.8	0.9	1.8	23.1	20.2	18.9	11.9	18.1	33.1	12.3	19.1	5.7	0.4	0.9	5.8	1.8	26.3
2011 (%)	0.8	0.8	2.2	2.0	2.9	0.9	13.8	0.9	1.8	23.1	20.2	18.9	11.9	18.1	33.1	12.3	19.1	5.7	0.4	0.9	5.8	1.8	26.3
2016 (%)	0.8	0.8	2.2	2.0	2.9	0.9	13.8	0.9	1.8	23.1	20.2	18.9	11.9	18.1	33.1	12.3	19.1	5.7	0.4	0.9	5.8	1.8	26.3
2021 (%)	0.8	0.8	2.2	2.0	2.9	0.9	13.8	0.9	1.8	23.1	20.2	18.9	11.9	18.1	33.1	12.3	19.1	5.7	0.4	0.9	5.8	1.8	26.3
2026 (%)	0.8	0.8	2.2	2.0	2.9	0.9	13.8	0.9	1.8	23.1	20.2	18.9	11.9	18.1	33.1	12.3	19.1	5.7	0.4	0.9	5.8	1.8	26.3

SOURCE: Household Survey, February 2009

TABLE 31A
DUDLEY OUT OF CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	2	3	10	11	12	14	15	16	17	19	21	22	23	24	25	26	27	28	34	37	47	51	52	TOTAL
2009 (£000)	1,454	879	1,122	478	989	767	6,337	319	767	11,593	9,691	10,720	7,210	12,155	17,029	1,783	15,392	3,088	292	295	4,044	1,024	5,309	112,737
2011 (£000)	1,461	883	1,127	480	993	770	6,367	321	771	11,648	9,737	10,771	7,245	12,212	17,110	1,792	15,465	3,103	293	296	4,063	1,029	5,335	113,273
2016 (£000)	1,425	890	1,125	497	1,021	735	6,693	337	791	11,786	9,777	10,680	7,626	12,993	16,878	1,809	15,493	3,041	287	302	4,430	1,043	5,524	115,183
2021 (£000)	1,516	946	1,197	528	1,086	781	7,118	358	841	12,536	10,399	11,360	8,111	13,820	17,952	1,924	16,479	3,234	305	322	4,712	1,110	5,876	122,511
2026 (£000)	1,601	999	1,276	560	1,150	827	7,538	379	890	13,374	11,093	12,101	8,592	14,746	19,142	2,013	17,569	3,429	319	346	5,079	1,197	6,166	130,387

SOURCE: Tables 3 & 31

TABLE 32

BLACK COUNTRY CENTRES: TOTAL CONVENIENCE GOODS SPEND (£)

	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
WOLVERHAMPTON					
WOLVERHAMPTON	150,276	150,991	156,119	166,052	178,745
BILSTON	63,173	63,474	67,529	71,825	77,384
WEDNESFIELD	50,196	50,435	51,872	55,172	59,543
SUB-TOTAL	**263,645**	**264,899**	**275,519**	**293,048**	**315,672**
OUT-OF-CENTRE	43,675	43,883	45,206	48,082	51,558
TOTAL	**307,320**	**308,782**	**320,725**	**341,130**	**367,230**
WALSALL					
WALSALL	74,190	74,543	76,393	81,253	87,613
BLOXWICH	43,079	43,284	45,278	48,159	52,012
BROWNHILLS	48,367	48,597	50,923	54,162	58,301
ALDRIDGE	45,279	45,495	47,007	49,997	53,856
WILLENHALL	12,752	12,813	13,403	14,256	15,428
DARLASTON	44,612	44,825	46,686	49,656	53,383
SUB-TOTAL	**268,280**	**269,557**	**279,689**	**297,484**	**320,592**
OUT-OF-CENTRE	75,147	75,504	78,023	82,988	89,561
TOTAL	**343,427**	**345,061**	**357,713**	**380,471**	**410,154**
SANDWELL					
WEST BROMWICH	24,607	24,724	25,582	27,209	28,836
BLACKHEATH	52,092	52,340	53,140	56,521	60,018
CRADLEY HEATH	30,589	30,734	31,265	33,254	35,344
GREAT BRIDGE	60,731	61,020	63,320	67,348	71,467
OLDBURY	54,049	54,306	55,322	58,841	62,356
WEDNESBURY	36,443	36,616	37,789	40,193	42,793
CAPE HILL	44,276	44,487	43,940	46,736	49,455
BEARWOOD	9,790	9,837	9,777	10,399	10,999
SUB-TOTAL	**312,578**	**314,065**	**320,135**	**340,503**	**361,269**
OUT-OF-CENTRE	74,797	75,153	77,189	82,100	87,262
TOTAL	**387,375**	**389,218**	**397,324**	**422,602**	**448,531**
DUDLEY					
MERRY HILL / BRIERLEY HILL	143,089	143,770	145,965	155,252	165,275
DUDLEY	19,103	19,194	19,594	20,840	22,220
STOURBRIDGE	16,338	16,416	16,377	17,419	18,522
HALESOWEN	25,141	25,261	25,352	26,965	28,689
KINGSWINFORD	8,095	8,133	8,048	8,560	9,114
LYE	230	231	227	241	256
SEDGLEY	18,681	18,770	18,811	20,007	21,334
SUB-TOTAL	**230,678**	**231,776**	**234,373**	**249,284**	**265,409**
OUT-OF-CENTRE	112,737	113,273	115,183	122,511	130,387
TOTAL	**343,415**	**345,049**	**349,556**	**371,795**	**395,797**
BLACK COUNTRY TOTAL	**1,381,536**	**1,388,110**	**1,425,317**	**1,515,999**	**1,621,711**

BLACK COUNTRY CENTRES STUDY 2009

WOLVERHAMPTON

TABLE 33
WOLVERHAMPTON CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Asda, Molineux Way (outside PSA)	5,276	50%	2,638	11,147	29,406
Sainsbury's, St George's Parade	2,429	80%	1,943	9,150	17,780
Tesco Metro, The Gallery	1,190	100%	1,190	10,873	12,939
Other local stores	5,475	100%	5,475	2,000	10,950
SUB TOTAL	**14,370**		**11,246**	**6,320**	**71,075**

Source: IGD/Experian Goad

TABLE 34
BILSTON CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Morrisons, Market Street (outside PSA)	3,585	75%	2,689	10,593	28,482
Other local stores	6,421	100%	6,421	1,500	9,632
SUB TOTAL	**10,006**		**9,110**	**4,184**	**38,114**

Source: IGD/Experian Goad

TABLE 35
WEDNESFIELD CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Sainsbury's, Rookery Street	3,626	80%	2,901	9,150	26,542
Somerfield, High Street	542	100%	542	7,040	3,816
Other local stores	708	100%	708	1,500	1,062
SUB TOTAL	**4,876**		**4,151**	**7,570**	**31,420**

Source: IGD/Experian Goad

WALSALL

TABLE 36
WALSALL CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Morrisons, Lichfield Street	2,787	75%	2,090	10,593	22,142
Asda, George Street	5,872	50%	2,936	11,147	32,728
Tesco Metro, Old Square	3,023	100%	3,023	10,873	32,869
Other local stores	1,591	100%	1,591	2,000	3,182
SUB TOTAL	**13,273**		**9,640**	**9,431**	**90,921**

Source: IGD/Experian Goad

TABLE 37
BLOXWICH CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Asda, Woodhall Street	2,444	70%	1,711	11,147	19,070
SUB TOTAL	**2,444**		**1,711**	**11,147**	**19,070**

Source: IGD/Experian Goad

TABLE 38
BROWNHILLS CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Tesco, High Street	1,767	75%	1,325	10,873	14,409
Aldi, High Street	1,194	80%	955	3,682	3,517
Other local stores	2,444	100%	2,444	1,500	3,666
SUB TOTAL	**5,405**		**4,724**	**4,571**	**21,592**

Source: IGD/Experian Goad/Walsall Council

TABLE 39
ALDRIDGE CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Morrisons, Anchor Road	2,570	75%	1,928	10,593	20,418
SUB TOTAL	**2,570**		**1,928**	**10,593**	**20,418**

Source: IGD/Experian Goad/Walsall Council

TABLE 40
WILLENHALL CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Somerfield, New Road (outside PSA)	934	100%	934	7,040	6,575
Lidl, New Road (outside PSA)	1,286	80%	1,029	2,837	2,919
Other local stores	691	100%	691	1,500	1,036
SUB TOTAL	**2,911**		**2,654**	**3,968**	**10,530**

Source: IGD/Experian Goad/Walsall Council

TABLE 41
DARLASTON CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Asda, St Lawrence Way	3,623	70%	2,536	11,147	28,270
Other local stores	127	100%	127	1,500	190
SUB TOTAL	**3,750**		**2,663**	**10,687**	**28,460**

Source: IGD/Experian Goad

SANDWELL

TABLE 42
WEST BROMWICH CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Tesco Metro, The Sandwell Centre	1,339	100%	1,339	10,873	14,559
Other local stores	4,809	100%	4,809	2,000	9,617
SUB TOTAL	**6,148**		**6,148**	**3,933**	**24,176**

Source: IGD/Experian Goad

TABLE 43
BLACKHEATH CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Sainsbury's, Halesowen Street	3,066	80%	2,453	9,150	22,443
Other local stores	4,941	100%	4,941	1,500	7,412
SUB TOTAL	**8,007**		**7,394**	**4,038**	**29,855**

Source: IGD/Experian Goad

TABLE 44
CRADLEY HEATH CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Tesco Extra, Foxoak Street	5,587	50%	2,794	10,873	30,374
Other local stores	3,340	100%	3,340	1,500	5,010
SUB TOTAL	**8,927**		**6,133**	**5,769**	**35,383**

Source: IGD/Experian Goad

TABLE 45
GREAT BRIDGE CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Asda, Brickhouse Lane South, Great Bridge Retail Park	7,440	50%	3,720	11,147	41,467
SUB TOTAL	**7,440**		**3,720**	**11,147**	**41,467**

Source: IGD/Experian Goad

SANDWELL

TABLE 46
OLDBURY CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Sainsbury's, Freeth Street	6,641	50%	3,321	9,150	30,383
Other local stores	992	100%	992	1,500	1,488
SUB TOTAL	**7,633**		**4,312**	**7,390**	**31,871**

Source: IGD/Experian Goad

TABLE 47
WEDNESBURY CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Morrisons, Holyhead Road	3,252	75%	2,439	10,593	25,836
Other local stores	3,756	100%	3,756	1,500	5,635
SUB TOTAL	**7,008**		**6,195**	**5,080**	**31,471**

Source: IGD/Experian Goad

TABLE 48
CAPE HILL CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Asda, Windmill Lane	4,509	70%	3,156	11,147	35,183
Aldi, Cape Hill	1,248	80%	998	3,682	3,676
SUB TOTAL	**5,757**		**4,155**	**9,353**	**38,859**

Source: IGD/Experian Goad

TABLE 49
BEARWOOD CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Somerfield, Bearwood Road	533	100%	533	7,040	3,752
Other local stores	4,075	100%	4,075	1,500	6,112
SUB TOTAL	**4,608**		**4,608**	**2,141**	**9,865**

Source: IGD/Experian Goad

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

TABLE 50
MERRY HILL / BRIERLEY HILL CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Asda, The Merry Hill Centre	3,921	70%	2,745	11,147	30,595
Sainsbury's, The Merry Hill Centre	2,980	80%	2,384	9,150	21,814
Asda, Pearson Street	3,195	70%	2,237	11,147	24,930
Other local stores	4,832	100%	4,832	2,000	9,664
SUB TOTAL	**14,928**		**12,197**	**7,133**	**87,003**

Source: IGD/Experian Goad

TABLE 51
DUDLEY CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Somerfield / Farmfoods	1,303	100%	1,303	7,040	9,173
Netto	774	100%	774	6,324	4,895
Other local stores	1,926	100%	1,926	1,500	2,890
SUB TOTAL	**4,003**		**4,003**	**4,236**	**16,957**

Source: IGD/Experian Goad

TABLE 52
STOURBRIDGE CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Waitrose, Ryemarket	1,221	90%	1,099	9,784	10,752
Somerfield	536	100%	536	7,040	3,773
Other local stores	5,071	100%	5,071	1,500	7,607
SUB TOTAL	**6,828**		**6,706**	**3,300**	**22,132**

Source: IGD/Experian Goad

TABLE 53
HALESOWEN CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Asda, Cornbow Centre	7,246	50%	3,623	11,147	40,386
Other local stores	3,710	100%	3,710	1,500	5,565
SUB TOTAL	**10,956**		**7,333**	**6,266**	**45,951**

Source: IGD/Experian Goad/Egi

TABLE 54
KINGSWINFORD CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Somerfield	1,230	100%	1,230	7,040	8,659
Other local stores	437	100%	437	1,500	655
SUB TOTAL	**1,667**		**1,667**	**5,589**	**9,314**

Source: IGD/Experian Goad

TABLE 55
LYE CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Local stores	827	100%	827	1,500	1,241
SUB TOTAL	**827**		**827**	**1,500**	**1,241**

Source: IGD/Experian Goad

TABLE 56
SEDGLEY CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
TOWN CENTRE					
Co-op	1,580	80%	1,264	5,314	6,717
Somerfield	557	100%	557	7,040	3,921
Other local stores	1,112	100%	1,112	1,500	1,668
SUB TOTAL	**3,249**		**2,933**	**4,196**	**12,306**

Source: IGD/Experian Goad

BLACK COUNTRY
CENTRES STUDY 2009

OUT-OF-CENTRE

TABLE 57
BLACK COUNTRY: OUT OF CENTRE CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
WOLVERHAMPTON					
Waitrose, Marston Road	4,004	90%	3,604	9,784	35,258
Morrisons, Pendeford Park Shopping Centre	1,813	90%	1,632	10,593	17,285
SUB TOTAL	**5,817**		**5,235**	**10,036**	**52,542**
WALSALL					
Morrisons, Wallows Lane	5,017	90%	4,515	10,593	47,831
Sainsbury's, Reedswood Retail Park	3,350	80%	2,680	9,150	24,522
Tesco, Neptune Industrial Estate, Willenhall	3,530	75%	2,648	10,873	28,786
SUB TOTAL	**11,897**		**9,843**	**10,275**	**101,139**
SANDWELL					
Asda, Wednesbury Oak Road, Tipton	3,102	70%	2,171	11,147	24,205
Asda, Wolverhampton Road, Oldbury	3,570	70%	2,499	11,147	27,856
SUB TOTAL	**6,672**		**4,670**	**11,147**	**52,061**
DUDLEY					
Morrisons, Charterfield Shopping Centre, Kingswinford	2,132	75%	1,599	10,593	16,938
Sainsbury's, Sandringham Way, Brierley Hill	3,200	80%	2,560	9,150	23,424
Tesco, Birmingham Road	4,125	75%	3,094	10,873	33,638
SUB TOTAL	**9,457**		**7,253**	**10,203**	**74,001**
BLACK COUNTRY TOTAL	**33,843**		**27,001**	**10,360**	**279,743**

Source: IGD/Experian Goad

TABLE 58
BLACK COUNTRY: TOTAL CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
Wolverhampton	35,069	29,742	6,494	193,151
Walsall	42,249	33,162	8,809	292,130
Sandwell	62,200	47,336	6,232	295,008
Dudley	51,915	42,919	6,265	268,904
TOTAL	**191,434**	**153,159**	**6,850**	**1,049,193**

Source: IGD/Experian Goad

BLACK COUNTRY
CENTRES STUDY 2009

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 59

FUTURE SHOP FLOORSPACE CAPACITY: GLOBAL BLACK COUNTRY

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover in the Black Country (£000)	1,381,536	1,388,110	1,425,317	1,515,999	1,621,711
Existing Shop Floorspace (sqm net)	153,159	153,159	153,159	153,159	153,159
Sales per sqm net £	9,020	6,850	6,850	6,850	6,850
Sales from Existing Floorspace (£000)	1,381,536	1,049,193	1,049,193	1,049,193	1,049,193
Residual Spending to Support new shops (£000)	0	338,917	376,124	466,805	572,518
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	33,892	37,612	46,681	57,252

BLACK COUNTRY
CENTRES STUDY 2009

WOLVERHAMPTON

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 60

FUTURE SHOP FLOORSPACE: WOLVERHAMPTON STRATEGIC CENTRE

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	150,276	150,991	156,119	166,052	178,745
Existing Shop Floorspace (sqm net)	11,246	11,246	11,246	11,246	11,246
Sales per sqm net £	13,362	6,320	6,320	6,320	6,320
Sales from Existing Floorspace (£000)	150,276	71,075	71,075	71,075	71,075
Residual Spending to Support new shops (£000)	0	79,916	85,044	94,976	107,670
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	7,992	8,504	9,498	10,767

TABLE 60A

FUTURE SHOP FLOORSPACE: WOLVERHAMPTON NON-STRATEGIC CENTRES

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	113,369	113,908	119,400	126,997	136,927
Existing Shop Floorspace (sqm net)	13,261	13,261	13,261	13,261	13,261
Sales per sqm net £	8,549	5,244	5,244	5,244	5,244
Sales from Existing Floorspace (£000)	113,369	69,534	69,534	69,534	69,534
Residual Spending to Support new shops (£000)	0	44,375	49,867	57,463	67,394
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	4,437	4,987	5,746	6,739

TABLE 60B

FUTURE SHOP FLOORSPACE: WOLVERHAMPTON OUT OF CENTRE

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	43,675	43,883	45,206	48,082	51,558
Existing Shop Floorspace (sqm net)	5,235	5,235	5,235	5,235	5,235
Sales per sqm net £	8,342	10,036	10,036	10,036	10,036
Sales from Existing Floorspace (£000)	43,675	52,542	52,542	52,542	52,542
Residual Spending to Support new shops (£000)	0	-8,660	-7,337	-4,460	-985
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-866	-734	-446	-98

BLACK COUNTRY
CENTRES STUDY 2009

WALSALL

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 61

FUTURE SHOP FLOORSPACE CAPACITY: WALSALL STRATEGIC CENTRE

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	74,190	74,543	76,393	81,253	87,613
Existing Shop Floorspace (sqm net)	9,640	9,640	9,640	9,640	9,640
Sales per sqm net £	7,696	9,431	9,431	9,431	9,431
Sales from Existing Floorspace (£000)	74,190	90,921	90,921	90,921	90,921
Residual Spending to Support new shops (£000)	0	-16,377	-14,528	-9,668	-3,308
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-1,638	-1,453	-967	-331

TABLE 61A

FUTURE SHOP FLOORSPACE CAPACITY: WALSALL NON-STRATEGIC CENTRES

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	194,090	195,013	203,297	216,231	232,980
Existing Shop Floorspace (sqm net)	13,679	13,679	13,679	13,679	13,679
Sales per sqm net £	14,189	7,316	7,316	7,316	7,316
Sales from Existing Floorspace (£000)	194,090	100,071	100,071	100,071	100,071
Residual Spending to Support new shops (£000)	0	94,942	103,226	116,160	132,909
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	9,494	10,323	11,616	13,291

TABLE 61B

FUTURE SHOP FLOORSPACE CAPACITY: WALSALL OUT OF CENTRE

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	75,147	75,504	78,023	82,988	89,561
Existing Shop Floorspace (sqm net)	9,843	9,843	9,843	9,843	9,843
Sales per sqm net £	7,635	10,275	10,275	10,275	10,275
Sales from Existing Floorspace (£000)	75,147	101,139	101,139	101,139	101,139
Residual Spending to Support new shops (£000)	0	-25,635	-23,115	-18,151	-11,578
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-2,563	-2,312	-1,815	-1,158

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 62

FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL - WEST BROMWICH STRATEGIC CENTRE

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	24,607	24,724	25,582	27,209	28,836
Existing Shop Floorspace (sqm net)	6,148	6,148	6,148	6,148	6,148
Sales per sqm net £	4,003	3,933	3,933	3,933	3,933
Sales from Existing Floorspace (£000)	24,607	24,176	24,176	24,176	24,176
Residual Spending to Support new shops (£000)	0	547	1,405	3,033	4,660
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	55	141	303	466

TABLE 62A

FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL NON-STRATEGIC CENTRES

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	287,971	289,341	294,553	313,293	332,433
Existing Shop Floorspace (sqm net)	36,518	36,518	36,518	36,518	36,518
Sales per sqm net £	7,886	5,991	5,991	5,991	5,991
Sales from Existing Floorspace (£000)	287,971	218,771	218,771	218,771	218,771
Residual Spending to Support new shops (£000)	0	70,571	75,782	94,522	113,662
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	7,057	7,578	9,452	11,366

TABLE 62B

FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL OUT OF CENTRE

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	74,797	75,153	77,189	82,100	87,262
Existing Shop Floorspace (sqm net)	4,670	4,670	4,670	4,670	4,670
Sales per sqm net £	16,015	11,147	11,147	11,147	11,147
Sales from Existing Floorspace (£000)	74,797	52,061	52,061	52,061	52,061
Residual Spending to Support new shops (£000)	0	23,092	25,128	30,039	35,201
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,309	2,513	3,004	3,520

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 63

FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY - BRIERLEY HILL STRATEGIC CENTRE

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	143,089	143,770	145,965	155,252	165,275
Existing Shop Floorspace (sqm net)	12,197	12,197	12,197	12,197	12,197
Sales per sqm net £	11,731	7,133	7,133	7,133	7,133
Sales from Existing Floorspace (£000)	143,089	87,003	87,003	87,003	87,003
Residual Spending to Support new shops (£000)	0	56,767	58,962	68,249	78,272
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	5,677	5,896	6,825	7,827

TABLE 63A

FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY NON-STRATEGIC CENTRES

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	87,589	88,005	88,408	94,033	100,134
Existing Shop Floorspace (sqm net)	23,469	23,469	23,469	23,469	23,469
Sales per sqm net £	3,732	4,598	4,598	4,598	4,598
Sales from Existing Floorspace (£000)	87,589	107,901	107,901	107,901	107,901
Residual Spending to Support new shops (£000)	0	-19,895	-19,493	-13,868	-7,767
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-1,990	-1,949	-1,387	-777

TABLE 63B

FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY OUT OF CENTRE

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	112,737	113,273	115,183	122,511	130,387
Existing Shop Floorspace (sqm net)	7,253	7,253	7,253	7,253	7,253
Sales per sqm net £	15,544	10,203	10,203	10,203	10,203
Sales from Existing Floorspace (£000)	112,737	74,001	74,001	74,001	74,001
Residual Spending to Support new shops (£000)	0	39,273	41,182	48,510	56,387
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	3,927	4,118	4,851	5,639

BLACK COUNTRY
CENTRES STUDY 2009

WOLVERHAMPTON

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 64

FUTURE SHOP FLOORSPACE: BILSTON

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	63,173	63,474	67,529	71,825	77,384
Existing Shop Floorspace (sqm net)	9,110	9,110	9,110	9,110	9,110
Sales per sqm net £	6,935	4,184	4,184	4,184	4,184
Sales from Existing Floorspace (£000)	63,173	38,114	38,114	38,114	38,114
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	25,360	29,415	33,711	39,271
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,536	2,941	3,371	3,927

TABLE 65

FUTURE SHOP FLOORSPACE: WEDNESFIELD

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	50,196	50,435	51,872	55,172	59,543
Existing Shop Floorspace (sqm net)	4,151	4,151	4,151	4,151	4,151
Sales per sqm net £	12,093	7,570	7,570	7,570	7,570
Sales from Existing Floorspace (£000)	50,196	31,420	31,420	31,420	31,420
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	19,015	20,452	23,752	28,123
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	1,901	2,045	2,375	2,812

BLACK COUNTRY
CENTRES STUDY 2009

WALSALL

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 66

FUTURE SHOP FLOORSPACE CAPACITY: ALDRIDGE

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	45,279	45,495	47,007	49,997	53,856
Existing Shop Floorspace (sqm net)	1,928	1,928	1,928	1,928	1,928
Sales per sqm net £	23,491	10,593	10,593	10,593	10,593
Sales from Existing Floorspace (£000)	45,279	20,418	20,418	20,418	20,418
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	25,077	26,589	29,579	33,438
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,508	2,659	2,958	3,344

TABLE 67

FUTURE SHOP FLOORSPACE CAPACITY: BLOXWICH

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	43,079	43,284	45,278	48,159	52,012
Existing Shop Floorspace (sqm net)	1,711	1,711	1,711	1,711	1,711
Sales per sqm net £	25,180	11,147	11,147	11,147	11,147
Sales from Existing Floorspace (£000)	43,079	19,070	19,070	19,070	19,070
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	24,213	26,208	29,089	32,941
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,421	2,621	2,909	3,294

TABLE 68

FUTURE SHOP FLOORSPACE CAPACITY: BROWNHILLS

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	48,367	48,597	50,923	54,162	58,301
Existing Shop Floorspace (sqm net)	4,724	4,724	4,724	4,724	4,724
Sales per sqm net £	10,238	4,571	4,571	4,571	4,571
Sales from Existing Floorspace (£000)	48,367	21,592	21,592	21,592	21,592
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	27,005	29,331	32,570	36,709
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,700	2,933	3,257	3,671

BLACK COUNTRY
CENTRES STUDY 2009

WALSALL

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 69

FUTURE SHOP FLOORSPACE CAPACITY: DARLASTON

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	44,612	44,825	46,686	49,656	53,383
Existing Shop Floorspace (sqm net)	2,663	2,663	2,663	2,663	2,663
Sales per sqm net £	16,753	10,687	10,687	10,687	10,687
Sales from Existing Floorspace (£000)	44,612	28,460	28,460	28,460	28,460
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	16,364	18,226	21,196	24,923
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	1,636	1,823	2,120	2,492

TABLE 70

FUTURE SHOP FLOORSPACE CAPACITY: WILLENHALL

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	12,752	12,813	13,403	14,256	15,428
Existing Shop Floorspace (sqm net)	2,654	2,654	2,654	2,654	2,654
Sales per sqm net £	4,806	3,968	3,968	3,968	3,968
Sales from Existing Floorspace (£000)	12,752	10,530	10,530	10,530	10,530
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	2,283	2,873	3,726	4,898
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	228	287	373	490

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 71

FUTURE SHOP FLOORSPACE CAPACITY: BEARWOOD

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	9,790	9,837	9,777	10,399	10,999
Existing Shop Floorspace (sqm net)	4,608	4,608	4,608	4,608	4,608
Sales per sqm net £	2,125	2,141	2,141	2,141	2,141
Sales from Existing Floorspace (£000)	9,790	9,865	9,865	9,865	9,865
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	-28	-87	535	1,134
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-3	-9	53	113

TABLE 72

FUTURE SHOP FLOORSPACE CAPACITY: BLACKHEATH

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	52,092	52,340	53,140	56,521	60,018
Existing Shop Floorspace (sqm net)	7,394	7,394	7,394	7,394	7,394
Sales per sqm net £	7,045	4,038	4,038	4,038	4,038
Sales from Existing Floorspace (£000)	52,092	29,855	29,855	29,855	29,855
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	22,485	23,285	26,666	30,163
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,249	2,328	2,667	3,016

TABLE 73

FUTURE SHOP FLOORSPACE CAPACITY: CAPE HILL

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	44,276	44,487	43,940	46,736	49,455
Existing Shop Floorspace (sqm net)	4,155	4,155	4,155	4,155	4,155
Sales per sqm net £	10,657	9,353	9,353	9,353	9,353
Sales from Existing Floorspace (£000)	44,276	38,859	38,859	38,859	38,859
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	5,627	5,081	7,877	10,596
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	563	508	788	1,060

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 74

FUTURE SHOP FLOORSPACE CAPACITY: CRADLEY HEATH

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	30,589	30,734	31,265	33,254	35,344
Existing Shop Floorspace (sqm net)	6,133	6,133	6,133	6,133	6,133
Sales per sqm net £	4,987	5,769	5,769	5,769	5,769
Sales from Existing Floorspace (£000)	30,589	35,383	35,383	35,383	35,383
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	-0	-4,649	-4,118	-2,129	-39
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-465	-412	-213	-4

TABLE 75

FUTURE SHOP FLOORSPACE CAPACITY: GREAT BRIDGE

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	60,731	61,020	63,320	67,348	71,467
Existing Shop Floorspace (sqm net)	3,720	3,720	3,720	3,720	3,720
Sales per sqm net £	16,326	11,147	11,147	11,147	11,147
Sales from Existing Floorspace (£000)	60,731	41,467	41,467	41,467	41,467
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	19,553	21,853	25,882	30,000
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	1,955	2,185	2,588	3,000

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 76

FUTURE SHOP FLOORSPACE CAPACITY: OLDBURY

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	54,049	54,306	55,322	58,841	62,356
Existing Shop Floorspace (sqm net)	4,312	4,312	4,312	4,312	4,312
Sales per sqm net £	12,533	7,390	7,390	7,390	7,390
Sales from Existing Floorspace (£000)	54,049	31,871	31,871	31,871	31,871
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	22,436	23,451	26,971	30,486
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,244	2,345	2,697	3,049

TABLE 77

FUTURE SHOP FLOORSPACE CAPACITY: WEDNESBURY

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	36,443	36,616	37,789	40,193	42,793
Existing Shop Floorspace (sqm net)	6,195	6,195	6,195	6,195	6,195
Sales per sqm net £	5,882	5,080	5,080	5,080	5,080
Sales from Existing Floorspace (£000)	36,443	31,471	31,471	31,471	31,471
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	5,145	6,318	8,722	11,322
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	515	632	872	1,132

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 78

FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	19,103	19,194	19,594	20,840	22,220
Existing Shop Floorspace (sqm net)	4,003	4,003	4,003	4,003	4,003
Sales per sqm net £	4,772	4,236	4,236	4,236	4,236
Sales from Existing Floorspace (£000)	19,103	16,957	16,957	16,957	16,957
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	2,237	2,636	3,883	5,263
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	224	264	388	526

TABLE 79

FUTURE SHOP FLOORSPACE CAPACITY: HALESOWEN

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	25,141	25,261	25,352	26,965	28,689
Existing Shop Floorspace (sqm net)	7,333	7,333	7,333	7,333	7,333
Sales per sqm net £	3,428	6,266	6,266	6,266	6,266
Sales from Existing Floorspace (£000)	25,141	45,951	45,951	45,951	45,951
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	-20,690	-20,599	-18,986	-17,262
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-2,069	-2,060	-1,899	-1,726

TABLE 80

FUTURE SHOP FLOORSPACE CAPACITY: KINGSWINFORD

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	8,095	8,133	8,048	8,560	9,114
Existing Shop Floorspace (sqm net)	1,667	1,667	1,667	1,667	1,667
Sales per sqm net £	4,857	5,589	5,589	5,589	5,589
Sales from Existing Floorspace (£000)	8,095	9,314	9,314	9,314	9,314
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	-1,181	-1,266	-754	-200
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-118	-127	-75	-20

DUDLEY

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 81
FUTURE SHOP FLOORSPACE CAPACITY: LYE

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	230	231	227	241	256
Existing Shop Floorspace (sqm net)	827	827	827	827	827
Sales per sqm net £	278	1,500	1,500	1,500	1,500
Sales from Existing Floorspace (£000)	230	1,241	1,241	1,241	1,241
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	-1,010	-1,014	-1,000	-985
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-101	-101	-100	-99

TABLE 82
FUTURE SHOP FLOORSPACE CAPACITY: SEDGLEY

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	18,681	18,770	18,811	20,007	21,334
Existing Shop Floorspace (sqm net)	2,933	2,933	2,933	2,933	2,933
Sales per sqm net £	6,370	4,196	4,196	4,196	4,196
Sales from Existing Floorspace (£000)	18,681	12,306	12,306	12,306	12,306
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	6,465	6,505	7,702	9,028
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	646	650	770	903

TABLE 83
FUTURE SHOP FLOORSPACE CAPACITY: STOURBRIDGE

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	16,338	16,416	16,377	17,419	18,522
Existing Shop Floorspace (sqm net)	6,706	6,706	6,706	6,706	6,706
Sales per sqm net £	2,436	3,300	3,300	3,300	3,300
Sales from Existing Floorspace (£000)	16,338	22,132	22,132	22,132	22,132
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	-5,716	-5,754	-4,712	-3,610
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-572	-575	-471	-361

BLACK COUNTRY
CENTRES STUDY 2009

TABLE 84
RETAIL COMMITMENTS - CONVENIENCE GOODS

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience (sqm)	Company Average Sales (£ per sq m net)	Average Turnover 2009 (£000s)
WOLVERHAMPTON: STRATEGIC CENTRE					
Foodstore at Raglan Street, Wolverhampton	5,200	100%	5,200	12,894	67,049
Summer Row, Retail Core Expansion, Wolverhampton	2,913	100%	2,913	4,000	11,652
Interchange, Phase One	81	100%	81	4,000	324
Royal Hospital, Wolverhampton	158	100%	158	4,000	632
Springfield Brewery, Wolverhampton	673	100%	673	4,000	2,692
Low Level Station, Wolverhampton	407	100%	407	4,000	1,628
WOLVERHAMPTON: NON-STRATEGIC CENTRES					
Bilston Urban Village/ High Street Link	735	100%	735	4,000	2,940
Former Mecca Bingo Unit, Bentley Bridge Retail Park, Wednesfield	1,125	100%	1,125	4,000	4,500
WOLVERHAMPTON: OTHER					
Lidl, Finchfield	632	100%	632	3,500	2,212
WOLVERHAMPTON SUB-TOTAL	**11,924**		**11,924**	**7,852**	**93,629**
WALSALL: STRATEGIC CENTRE					
Tesco Extra, Land at Walsall College of Arts & Technology, and north of Littleton Street West, Walsall	4,900	100%	4,900	12,894	63,181
12 units at Walsall College of Arts & Technology, and north of Littleton Street West, Walsall	834	100%	834	4,000	3,336
Waterfront North, Land to the south of Wolverhampton Street, Walsall	1,741	100%	1,741	4,000	6,965
Waterfront South, Land between Charles Street and canal	330	100%	330	4,000	1,320
Gigaport, Land north of Walsall town centre bounded by Littleton street West, Hatherton Street, Hatherton Road	146	100%	146	4,000	582
WALSALL: NON-STRATEGIC CENTRES					
Morrisons, Land between Wood Street, Upper Lichfield Street and Lower Lichfield Street, extending to Walsall Street, Willenhall	3,297	70%	2,308	11,173	25,786
WALSALL: OTHER					
Extension to Aldi, Burns Road, Moxley, Wednesbury	91	100%	91	3,500	319
WALSALL SUB-TOTAL	**11,339**		**10,350**	**9,806**	**101,489**
SANDWELL - WEST BROMWICH STRATEGIC CENTRE					
Tesco foodstore, West Bromwich Ringway development (2006 scheme)	8,450	55%	4,648	12,894	59,925
SANDWELL: NON-STRATEGIC CENTRES					
Extension to Sainsbury's, Halesowen Street, Blackheath	1,030	100%	1,030	9,744	10,039
New Lidl store, Cradley Heath	1,063	100%	1,063	3,500	3,721
Great Bridge Business Park mixed use development, Great Bridge	727	50%	363	4,000	1,453
SANDWELL: OTHER					
Netto development, Hagley Road West/Kings Highway	617	100%	617	3,500	2,159
Tesco Express, Oldbury Road/Throne Road	248	100%	248	12,894	3,193
SANDWELL SUB-TOTAL	**12,134**		**7,969**	**46,532**	**80,490**
DUDLEY: BRIERLEY HILL STRATEGIC CENTRE					
None					
DUDLEY: NOT STRATEGIC CENTRES					
New foodstore in Crown Centre redevelopment, Stourbridge	3,043	100%	3,043	4,000	12,173
New Aldi store at former B&Q, Stourbridge	1,486	100%	1,486	3,500	5,202
DUDLEY: OTHER					
New Aldi store at former Kwiksave, Netherton (net additional floorspace)	373	100%	373	4,000	1,492
Redevelopment of Tesco, Town Gate Retail Park, Dudley	1,743	100%	1,743	12,894	22,474
DUDLEY SUB-TOTAL	**6,646**		**6,646**	**6,221**	**41,342**
BLACK COUNTRY TOTAL	**42,043**		**36,888**	**8,592**	**316,949**

Source: Black Country Councils, 2009

BLACK COUNTRY
CENTRES STUDY 2009

TABLE 85
RETAIL PIPELINE - CONVENIENCE GOODS

	Net Flsp (sqm)	Net Convenience Ratio (%)	Net Convenience (sqm)	Company Average Sales (£ per sqm net)	Total Turnover 2009 (£000s)
WOLVERHAMPTON: STRATEGIC CENTRE					
Interchange	1,450	100%	1,450	4,000	5,800
Piper's Row	233	100%	233	4,000	932
Goodyear	265	100%	265	4,000	1,060
WOLVERHAMPTON SUB-TOTAL	**1,948**		**1,948**	**4,000**	**7,792**
WALSALL					
None					
SANDWELL: STRATEGIC CENTRE					
Tesco foodstore, West Bromwich Ringway development (2009 scheme	250	55%	138	12,894	1,773
SANDWELL SUB-TOTAL	**250**		**138**	**12,894**	**1,773**
DUDLEY: NON-STRATEGIC CENTRES					
None					
BLACK COUNTRY TOTAL	**2,198**		**2,086**	**16,894**	**9,565**

Source: Black Country Councils, 2009

*net additional floorspace over and above 2006 consented scheme

TABLE 86
RETAIL ALLOCATIONS - CONVENIENCE GOODS

	Net Flsp (sqm)	Net Convenience Ratio (%)	Net Convenience (sqm)	Company Average Sales (£ per sqm net)	Total Turnover 2009 (£000s)
WOLVERHAMPTON: STRATEGIC CENTRE					
CC9(ii) Worcester Street/Church Street/Temple Street	228	50%	114	4,000	455
CC((iv) School Street	483	50%	241	4,000	966
WOLVERHAMPTON: OTHER					
Policy B14 All Saints and Blakenhall Community Development Area - Warehouse Quarter	260	50%	130	4,000	520
WOLVERHAMPTON SUB-TOTAL	**970**		**485**	**4,000**	**1,941**
WALSALL: STRATEGIC CENTRE					
WA10 Lower Hall Lane / Digbeth / Old Square	-1,023	100%	-1,023	4,000	-4,092
WALSALL: NON-STRATEGIC CENTRES					
AL4 The Precinct & AL5 Land at High Street / Little Aston Road	302	100%	302	4,000	1,208
BX6II Asda extension	598	100%	598	11,147	6,662
BR8I, & 8II Tesco Expansion	660	100%	660	7,000	4,622
WALSALL SUB-TOTAL	**537**		**537**	**15,649**	**8,399**
SANDWELL: NON-STRATEGIC CENTRES					
BHPr5, 11 & 14 Blackheath	650	30%	195	4,000	780
GBPr1, 7 & 8 Great Bridge	1,157	30%	347	4,000	1,388
OLPr3 & 4 Oldbury	910	30%	273	4,000	1,092
SANDWELL SUB-TOTAL	**2,717**		**815**	**4,000**	**3,260**
DUDLEY: STRATEGIC CENTRE					
Brierly Hill Town Centre* (inc. extension to Asda Brierley Hill High St)	11,400	100%	11,400	5,000	57,000
DUDLEY: NON-STRATEGIC CENTRES					
Dudley Town Centre (King Street/Flood Street area)	5,200	100%	5,200	5,000	26,000
Stourbridge Town Centre	4,550	100%	4,550	4,000	18,200
Lye District Centre	650	100%	650	4,000	2,600
DUDLEY SUB-TOTAL	**21,800**		**21,800**	**4,761**	**103,800**
BLACK COUNTRY TOTAL	**26,024**		**23,637**		**117,401**

Source: Black Country Councils, 2009

BLACK COUNTRY
CENTRES STUDY 2009

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 87

FUTURE SHOP FLOORSPACE CAPACITY: GLOBAL BLACK COUNTRY (INCLUDING COMMITMENTS)

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover in the Black Country (£000)	1,381,536	1,388,110	1,425,317	1,515,999	1,621,711
Existing Shop Floorspace (sqm net)	153,159	153,159	153,159	153,159	153,159
Sales per sqm net £	9,020	6,850	6,850	6,850	6,850
Sales from Existing Floorspace (£000)	1,381,536	1,049,193	1,049,193	1,049,193	1,049,193
Residual Spending to Support new shops (£000)	0	338,917	376,124	466,805	572,518
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	33,892	37,612	46,681	57,252
Committed Floorspace (sqm net)	0	0	36,888	36,888	36,888
Residual Capacity for New Floorspace (sqm net)	0	33,892	724	9,792	20,364

BLACK COUNTRY
CENTRES STUDY 2009

WOLVERHAMPTON

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 88

FUTURE SHOP FLOORSPACE: WOLVERHAMPTON STRATEGIC CENTRE (INCLUDING COMMITMENTS)

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	150,276	150,991	156,119	166,052	178,745
Existing Shop Floorspace (sqm net)	11,246	11,246	11,246	11,246	11,246
Sales per sqm net £	13,362	6,320	6,320	6,320	6,320
Sales from Existing Floorspace (£000)	150,276	71,075	71,075	71,075	71,075
Residual Spending to Support new shops (£000)	0	79,916	85,044	94,976	107,670
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	7,992	8,504	9,498	10,767
Committed Floorspace (sqm net)	0	0	9,432	9,432	9,432
Residual Capacity for New Floorspace (sqm net)	0	7,992	-928	66	1,335

TABLE 88A

FUTURE SHOP FLOORSPACE: WOLVERHAMPTON NON-STRATEGIC CENTRES (INCLUDING COMMITMENTS)

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	113,369	113,908	119,400	126,997	136,927
Existing Shop Floorspace (sqm net)	13,261	13,261	13,261	13,261	13,261
Sales per sqm net £	8,549	5,244	5,244	5,244	5,244
Sales from Existing Floorspace (£000)	113,369	69,534	69,534	69,534	69,534
Residual Spending to Support new shops (£000)	0	44,375	49,867	57,463	67,394
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	4,437	4,987	5,746	6,739
Committed Floorspace (sqm net)	0	0	1,860	1,860	1,860
Residual Capacity for New Floorspace (sqm net)	0	4,437	3,127	3,886	4,879

TABLE 88B

FUTURE SHOP FLOORSPACE: WOLVERHAMPTON OUT OF CENTRE

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	43,675	43,883	45,206	48,082	51,558
Existing Shop Floorspace (sqm net)	5,235	5,235	5,235	5,235	5,235
Sales per sqm net £	8,342	10,036	10,036	10,036	10,036
Sales from Existing Floorspace (£000)	43,675	52,542	52,542	52,542	52,542
Residual Spending to Support new shops (£000)	0	-8,660	-7,337	-4,460	-985
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-866	-734	-446	-98
Committed Floorspace (sqm net)	0	0	632	632	632
Residual Capacity for New Floorspace (sqm net)	0	-866	-1,366	-1,078	-730

BLACK COUNTRY
CENTRES STUDY 2009

WALSALL

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 89

FUTURE SHOP FLOORSPACE CAPACITY: WALSALL STRATEGIC CENTRE (INCLUDING COMMITMENTS)

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	74,190	74,543	76,393	81,253	87,613
Existing Shop Floorspace (sqm net)	9,640	9,640	9,640	9,640	9,640
Sales per sqm net £	7,696	9,431	9,431	9,431	9,431
Sales from Existing Floorspace (£000)	74,190	90,921	90,921	90,921	90,921
Residual Spending to Support new shops (£000)	0	-16,377	-14,528	-9,668	-3,308
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-1,638	-1,453	-967	-331
Committed Floorspace (sqm net)	0	0	7,951	7,951	7,951
Residual Capacity for New Floorspace (sqm net)	0	-1,638	-9,404	-8,918	-8,282

TABLE 89A

FUTURE SHOP FLOORSPACE CAPACITY: WALSALL NON-STRATEGIC CENTRES (INCLUDING COMMITMENTS)

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	194,090	195,013	203,297	216,231	232,980
Existing Shop Floorspace (sqm net)	13,679	13,679	13,679	13,679	13,679
Sales per sqm net £	14,189	7,316	7,316	7,316	7,316
Sales from Existing Floorspace (£000)	194,090	100,071	100,071	100,071	100,071
Residual Spending to Support new shops (£000)	0	94,942	103,226	116,160	132,909
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	9,494	10,323	11,616	13,291
Committed Floorspace (sqm net)	0	0	2,308	2,308	2,308
Residual Capacity for New Floorspace (sqm net)	0	9,494	8,015	9,308	10,983

TABLE 89B

FUTURE SHOP FLOORSPACE CAPACITY: WALSALL OUT OF CENTRE

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	75,147	75,504	78,023	82,988	89,561
Existing Shop Floorspace (sqm net)	9,843	9,843	9,843	9,843	9,843
Sales per sqm net £	7,635	10,275	10,275	10,275	10,275
Sales from Existing Floorspace (£000)	75,147	101,139	101,139	101,139	101,139
Residual Spending to Support new shops (£000)	0	-25,635	-23,115	-18,151	-11,578
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-2,563	-2,312	-1,815	-1,158
Committed Floorspace (sqm net)	0	0	91	91	91
Residual Capacity for New Floorspace (sqm net)	0	-2,563	-2,403	-1,906	-1,249

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 90

FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL - WEST BROMWICH STRATEGIC CENTRE (INCLUDING COMMITMENTS)

CONVENIENCE GOODS					
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	24,607	24,724	25,582	27,209	28,836
Existing Shop Floorspace (sqm net)	6,148	6,148	6,148	6,148	6,148
Sales per sqm net £	4,003	3,933	3,933	3,933	3,933
Sales from Existing Floorspace (£000)	24,607	24,176	24,176	24,176	24,176
Residual Spending to Support new shops (£000)	0	547	1,405	3,033	4,660
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	55	141	303	466
Committed Floorspace (sqm net)	0	0	4,648	4,648	4,648
Residual Capacity for New Floorspace (sqm net)	0	55	-4,507	-4,344	-4,182

TABLE 90A

FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL NON-STRATEGIC CENTRES (INCLUDING COMMITMENTS)

CONVENIENCE GOODS					
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	287,971	289,341	294,553	313,293	332,433
Existing Shop Floorspace (sqm net)	36,518	36,518	36,518	36,518	36,518
Sales per sqm net £	7,886	5,991	5,991	5,991	5,991
Sales from Existing Floorspace (£000)	287,971	218,771	218,771	218,771	218,771
Residual Spending to Support new shops (£000)	0	70,571	75,782	94,522	113,662
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	7,057	7,578	9,452	11,366
Committed Floorspace (sqm net)	0	0	2,457	2,457	2,457
Residual Capacity for New Floorspace (sqm net)	0	7,057	5,122	6,996	8,910

TABLE 90B

FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL OUT OF CENTRE

CONVENIENCE GOODS					
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	74,797	75,153	77,189	82,100	87,262
Existing Shop Floorspace (sqm net)	4,670	4,670	4,670	4,670	4,670
Sales per sqm net £	16,015	11,147	11,147	11,147	11,147
Sales from Existing Floorspace (£000)	74,797	52,061	52,061	52,061	52,061
Residual Spending to Support new shops (£000)	0	23,092	25,128	30,039	35,201
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,309	2,513	3,004	3,520
Committed Floorspace (sqm net)	0	0	865	865	865
Residual Capacity for New Floorspace (sqm net)	0	2,309	1,648	2,139	2,656

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 91

FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY - BRIERLEY HILL STRATEGIC CENTRE (INCLUDING COMMITMENTS)

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	143,089	143,770	145,965	155,252	165,275
Existing Shop Floorspace (sqm net)	12,197	12,197	12,197	12,197	12,197
Sales per sqm net £	11,731	7,133	7,133	7,133	7,133
Sales from Existing Floorspace (£000)	143,089	87,003	87,003	87,003	87,003
Residual Spending to Support new shops (£000)	0	56,767	58,962	68,249	78,272
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	5,677	5,896	6,825	7,827
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	5,677	5,896	6,825	7,827

TABLE 91A

FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY NON-STRATEGIC CENTRES (INCLUDING COMMITMENTS)

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	87,589	88,005	88,408	94,033	100,134
Existing Shop Floorspace (sqm net)	23,469	23,469	23,469	23,469	23,469
Sales per sqm net £	3,732	4,598	4,598	4,598	4,598
Sales from Existing Floorspace (£000)	87,589	107,901	107,901	107,901	107,901
Residual Spending to Support new shops (£000)	0	-19,895	-19,493	-13,868	-7,767
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-1,990	-1,949	-1,387	-777
Committed Floorspace (sqm net)	0	0	4,530	4,530	4,530
Residual Capacity for New Floorspace (sqm net)	0	-1,990	-6,479	-5,916	-5,306

TABLE 91B

FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY OUT OF CENTRE

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	112,737	113,273	115,183	122,511	130,387
Existing Shop Floorspace (sqm net)	7,253	7,253	7,253	7,253	7,253
Sales per sqm net £	15,544	10,203	10,203	10,203	10,203
Sales from Existing Floorspace (£000)	112,737	74,001	74,001	74,001	74,001
Residual Spending to Support new shops (£000)	0	39,273	41,182	48,510	56,387
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	3,927	4,118	4,851	5,639
Committed Floorspace (sqm net)	0	0	2,116	2,116	2,116
Residual Capacity for New Floorspace (sqm net)	0	3,927	2,002	2,735	3,523

BLACK COUNTRY
CENTRES STUDY 2009

WOLVERHAMPTON

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 92

FUTURE SHOP FLOORSPACE: BILSTON

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	63,173	63,474	67,529	71,825	77,384
Existing Shop Floorspace (sqm net)	9,110	9,110	9,110	9,110	9,110
Sales per sqm net £	6,935	4,184	4,184	4,184	4,184
Sales from Existing Floorspace (£000)	63,173	38,114	38,114	38,114	38,114
Residual Spending to Support new shops (£000)	0	25,360	29,415	33,711	39,271
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,536	2,941	3,371	3,927
Committed Floorspace (sqm net)	0	0	735	735	735
Residual Capacity for New Floorspace (sqm net)	0	2,536	2,206	2,636	3,192

TABLE 93

FUTURE SHOP FLOORSPACE: WEDNESFIELD

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	50,196	50,435	51,872	55,172	59,543
Existing Shop Floorspace (sqm net)	4,151	4,151	4,151	4,151	4,151
Sales per sqm net £	12,093	7,570	7,570	7,570	7,570
Sales from Existing Floorspace (£000)	50,196	31,420	31,420	31,420	31,420
Residual Spending to Support new shops (£000)	0	19,015	20,452	23,752	28,123
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	1,901	2,045	2,375	2,812
Committed Floorspace (sqm net)	0	0	1,125	1,125	1,125
Residual Capacity for New Floorspace (sqm net)	0	1,901	920	1,250	1,687

BLACK COUNTRY
CENTRES STUDY 2009

WALSALL

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 94

FUTURE SHOP FLOORSPACE CAPACITY: ALDRIDGE

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	45,279	45,495	47,007	49,997	53,856
Existing Shop Floorspace (sqm net)	1,928	1,928	1,928	1,928	1,928
Sales per sqm net £	23,491	10,593	10,593	10,593	10,593
Sales from Existing Floorspace (£000)	45,279	20,418	20,418	20,418	20,418
Residual Spending to Support new shops (£000)	0	25,077	26,589	29,579	33,438
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,508	2,659	2,958	3,344
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	2,508	2,659	2,958	3,344

TABLE 95

FUTURE SHOP FLOORSPACE CAPACITY: BLOXWICH

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	43,079	43,284	45,278	48,159	52,012
Existing Shop Floorspace (sqm net)	1,711	1,711	1,711	1,711	1,711
Sales per sqm net £	25,180	11,147	11,147	11,147	11,147
Sales from Existing Floorspace (£000)	43,079	19,070	19,070	19,070	19,070
Residual Spending to Support new shops (£000)	0	24,213	26,208	29,089	32,941
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,421	2,621	2,909	3,294
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	2,421	2,621	2,909	3,294

TABLE 96

FUTURE SHOP FLOORSPACE CAPACITY: BROWNHILLS

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	48,367	48,597	50,923	54,162	58,301
Existing Shop Floorspace (sqm net)	4,724	4,724	4,724	4,724	4,724
Sales per sqm net £	10,238	4,571	4,571	4,571	4,571
Sales from Existing Floorspace (£000)	48,367	21,592	21,592	21,592	21,592
Residual Spending to Support new shops (£000)	0	27,005	29,331	32,570	36,709
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,700	2,933	3,257	3,671
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	2,700	2,933	3,257	3,671

BLACK COUNTRY
CENTRES STUDY 2009

WALSALL

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 97

FUTURE SHOP FLOORSPACE CAPACITY: DARLASTON

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	44,612	44,825	46,686	49,656	53,383
Existing Shop Floorspace (sqm net)	2,663	2,663	2,663	2,663	2,663
Sales per sqm net £	16,753	10,687	10,687	10,687	10,687
Sales from Existing Floorspace (£000)	44,612	28,460	28,460	28,460	28,460
Residual Spending to Support new shops (£000)	0	16,364	18,226	21,196	24,923
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	1,636	1,823	2,120	2,492
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	1,636	1,823	2,120	2,492

TABLE 98

FUTURE SHOP FLOORSPACE CAPACITY: WILLENHALL

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	12,752	12,813	13,403	14,256	15,428
Existing Shop Floorspace (sqm net)	2,654	2,654	2,654	2,654	2,654
Sales per sqm net £	4,806	3,968	3,968	3,968	3,968
Sales from Existing Floorspace (£000)	12,752	10,530	10,530	10,530	10,530
Residual Spending to Support new shops (£000)	0	2,283	2,873	3,726	4,898
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	228	287	373	490
Committed Floorspace (sqm net)	0	0	2,308	2,308	2,308
Residual Capacity for New Floorspace (sqm net)	0	228	-2,021	-1,935	-1,818

BLACK COUNTRY CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 99

FUTURE SHOP FLOORSPACE CAPACITY: BEARWOOD

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	9,790	9,837	9,777	10,399	10,999
Existing Shop Floorspace (sqm net)	4,608	4,608	4,608	4,608	4,608
Sales per sqm net £	2,125	2,141	2,141	2,141	2,141
Sales from Existing Floorspace (£000)	9,790	9,865	9,865	9,865	9,865
Residual Spending to Support new shops (£000)	0	-28	-87	535	1,134
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-3	-9	53	113
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	-3	-9	53	113

TABLE 100

FUTURE SHOP FLOORSPACE CAPACITY: BLACKHEATH

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	52,092	52,340	53,140	56,521	60,018
Existing Shop Floorspace (sqm net)	7,394	7,394	7,394	7,394	7,394
Sales per sqm net £	7,045	4,038	4,038	4,038	4,038
Sales from Existing Floorspace (£000)	52,092	29,855	29,855	29,855	29,855
Residual Spending to Support new shops (£000)	0	22,485	23,285	26,666	30,163
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,249	2,328	2,667	3,016
Committed Floorspace (sqm net)	0	0	1,030	1,030	1,030
Residual Capacity for New Floorspace (sqm net)	0	2,249	1,298	1,636	1,986

TABLE 101

FUTURE SHOP FLOORSPACE CAPACITY: CAPE HILL

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	44,276	44,487	43,940	46,736	49,455
Existing Shop Floorspace (sqm net)	4,155	4,155	4,155	4,155	4,155
Sales per sqm net £	10,657	9,353	9,353	9,353	9,353
Sales from Existing Floorspace (£000)	44,276	38,859	38,859	38,859	38,859
Residual Spending to Support new shops (£000)	0	5,627	5,081	7,877	10,596
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	563	508	788	1,060
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	563	508	788	1,060

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 102

FUTURE SHOP FLOORSPACE CAPACITY: CRADLEY HEATH

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	30,589	30,734	31,265	33,254	35,344
Existing Shop Floorspace (sqm net)	6,133	6,133	6,133	6,133	6,133
Sales per sqm net £	4,987	5,769	5,769	5,769	5,769
Sales from Existing Floorspace (£000)	30,589	35,383	35,383	35,383	35,383
Residual Spending to Support new shops (£000)	0	-4,649	-4,118	-2,129	-39
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-465	-412	-213	-4
Committed Floorspace (sqm net)	0	0	1,063	1,063	1,063
Residual Capacity for New Floorspace (sqm net)	0	-465	-1,475	-1,276	-1,067

TABLE 103

FUTURE SHOP FLOORSPACE CAPACITY: GREAT BRIDGE

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	60,731	61,020	63,320	67,348	71,467
Existing Shop Floorspace (sqm net)	3,720	3,720	3,720	3,720	3,720
Sales per sqm net £	16,326	11,147	11,147	11,147	11,147
Sales from Existing Floorspace (£000)	60,731	41,467	41,467	41,467	41,467
Residual Spending to Support new shops (£000)	0	19,553	21,853	25,882	30,000
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	1,955	2,185	2,588	3,000
Committed Floorspace (sqm net)	0	0	363	363	363
Residual Capacity for New Floorspace (sqm net)	0	1,955	1,822	2,225	2,637

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 104

FUTURE SHOP FLOORSPACE CAPACITY: OLDBURY

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	54,049	54,306	55,322	58,841	62,356
Existing Shop Floorspace (sqm net)	4,312	4,312	4,312	4,312	4,312
Sales per sqm net £	12,533	7,390	7,390	7,390	7,390
Sales from Existing Floorspace (£000)	54,049	31,871	31,871	31,871	31,871
Residual Spending to Support new shops (£000)	0	22,436	23,451	26,971	30,486
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,244	2,345	2,697	3,049
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	2,244	2,345	2,697	3,049

TABLE 105

FUTURE SHOP FLOORSPACE CAPACITY: WEDNESBURY

CONVENIENCE GOODS	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	36,443	36,616	37,789	40,193	42,793
Existing Shop Floorspace (sqm net)	6,195	6,195	6,195	6,195	6,195
Sales per sqm net £	5,882	5,080	5,080	5,080	5,080
Sales from Existing Floorspace (£000)	36,443	31,471	31,471	31,471	31,471
Residual Spending to Support new shops (£000)	0	5,145	6,318	8,722	11,322
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	515	632	872	1,132
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	515	632	872	1,132

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 106

FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	19,103	19,194	19,594	20,840	22,220
Existing Shop Floorspace (sqm net)	4,003	4,003	4,003	4,003	4,003
Sales per sqm net £	4,772	4,236	4,236	4,236	4,236
Sales from Existing Floorspace (£000)	19,103	16,957	16,957	16,957	16,957
Residual Spending to Support new shops (£000)	0	2,237	2,636	3,883	5,263
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	224	264	388	526
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	224	264	388	526

TABLE 107

FUTURE SHOP FLOORSPACE CAPACITY: HALESOWEN

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	25,141	25,261	25,352	26,965	28,689
Existing Shop Floorspace (sqm net)	7,333	7,333	7,333	7,333	7,333
Sales per sqm net £	3,428	6,266	6,266	6,266	6,266
Sales from Existing Floorspace (£000)	25,141	45,951	45,951	45,951	45,951
Residual Spending to Support new shops (£000)	0	-20,690	-20,599	-18,986	-17,262
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-2,069	-2,060	-1,899	-1,726
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	-2,069	-2,060	-1,899	-1,726

TABLE 108

FUTURE SHOP FLOORSPACE CAPACITY: KINGSWINFORD

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	8,095	8,133	8,048	8,560	9,114
Existing Shop Floorspace (sqm net)	1,667	1,667	1,667	1,667	1,667
Sales per sqm net £	4,857	5,589	5,589	5,589	5,589
Sales from Existing Floorspace (£000)	8,095	9,314	9,314	9,314	9,314
Residual Spending to Support new shops (£000)	0	-1,181	-1,266	-754	-200
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-118	-127	-75	-20
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	-118	-127	-75	-20

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 109

FUTURE SHOP FLOORSPACE CAPACITY: LYE

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	230	231	227	241	256
Existing Shop Floorspace (sqm net)	827	827	827	827	827
Sales per sqm net £	278	1,500	1,500	1,500	1,500
Sales from Existing Floorspace (£000)	230	1,241	1,241	1,241	1,241
Residual Spending to Support new shops (£000)	0	-1,010	-1,014	-1,000	-985
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-101	-101	-100	-99
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	-101	-101	-100	-99

TABLE 110

FUTURE SHOP FLOORSPACE CAPACITY: SEDGLEY

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	18,681	18,770	18,811	20,007	21,334
Existing Shop Floorspace (sqm net)	2,933	2,933	2,933	2,933	2,933
Sales per sqm net £	6,370	4,196	4,196	4,196	4,196
Sales from Existing Floorspace (£000)	18,681	12,306	12,306	12,306	12,306
Residual Spending to Support new shops (£000)	0	6,465	6,505	7,702	9,028
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	646	650	770	903
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	646	650	770	903

TABLE 111

FUTURE SHOP FLOORSPACE CAPACITY: STOURBRIDGE

	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Total Convenience Goods Turnover (£000)	16,338	16,416	16,377	17,419	18,522
Existing Shop Floorspace (sqm net)	6,706	6,706	6,706	6,706	6,706
Sales per sqm net £	2,436	3,300	3,300	3,300	3,300
Sales from Existing Floorspace (£000)	16,338	22,132	22,132	22,132	22,132
Residual Spending to Support new shops (£000)	0	-5,716	-5,754	-4,712	-3,610
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-572	-575	-471	-361
Committed Floorspace (sqm net)	0	0	4,530	4,530	4,530
Residual Capacity for New Floorspace (sqm net)	0	-572	-5,105	-5,001	-4,891

Appendix 8:

Comparison Modelling

BLACK COUNTRY
CENTRES STUDY 2009

TABLE 1

SURVEY AREA POPULATION FORECASTS (WM RSS Phase 2)

Catchment Zone	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
Postcode Sector Groupings	B16 0/8/9, B17 0/8/9, B18 4/5/6/7	B20 1/2/3/, B21 0/8/9, B42 1/2, B44 0/8/9	B29 4/5/6/7, B30 1/2/3	B31 1/2/3/4/5, B45 0/8/9	B32 1/2/3/4	B38 0/8/9, B47 5/6, B48 7	B43 5/6/7	B60 1/2/3/4, B61 0/7/8/9	B62 0/8/9	B63 1/2/3/4	B64 5/6/7	B65 0/8/9	B66 1/2/3/4	B67 5/6/7, B68 0/8/9	B69 1/2/3/4	B70 0/6/7/8/9	B71 1/2/3/4	B73 5/6, B74 2/3/4	DY1 1/2/3/4	DY10 1/2/3/4, DY11 5/6/7	DY2 0/7/8/9	DY3 1/2/3/4	DY4 0/7/8/9	DY5 1/2/3/4	DY6 0/7/8/9	DY7 5/6	DY8 1/2/3/4/5
2006	57,162	118,678	67,061	77,357	37,933	34,741	28,060	53,211	26,854	31,205	15,850	22,302	21,322	54,500	29,917	24,149	27,654	49,125	32,898	65,567	31,557	34,528	40,354	41,997	29,775	7,640	47,391
2009	57,157	118,667	67,055	77,350	37,930	34,738	28,057	53,206	26,852	31,202	15,849	22,300	21,320	54,495	29,914	24,147	27,652	49,121	32,895	65,561	31,554	34,525	40,350	41,993	29,772	7,639	47,387
2011	57,153	118,660	67,051	77,345	37,927	34,736	28,056	53,203	26,850	31,200	15,848	22,299	21,319	54,492	29,913	24,145	27,650	49,118	32,893	65,557	31,552	34,523	40,348	41,991	29,771	7,639	47,384
2016	56,754	113,484	66,232	78,190	37,562	34,442	27,648	50,157	26,702	30,537	16,065	22,470	21,223	50,947	30,826	24,855	27,813	50,131	32,633	65,730	31,062	33,563	41,641	43,803	28,792	7,560	46,542
2021	57,435	114,846	67,027	79,128	38,013	34,855	27,980	50,759	27,022	30,903	16,258	22,740	21,478	51,558	31,196	25,153	28,147	50,733	33,025	66,519	31,435	33,966	42,141	44,329	29,138	7,651	47,100
2026	57,710	115,418	67,351	79,416	38,195	34,844	28,349	50,374	27,334	31,365	16,385	22,919	21,636	51,946	31,431	25,338	28,355	51,239	33,521	66,020	31,905	34,424	42,471	45,004	29,561	7,617	47,778

Catchment Zone	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	
Postcode Sector Groupings	DY9 0/7/8/9	ST19 5/9	WS1 1/2/3/4	WS2 0/7/8/9	WS10 0/7/8/9	WS11 0/1/4/5/6/7/8/9, WS12 0/1/2/3/4	WS13 6/7/8, WS14 0/9	WS3 1/2/3/4/5	WS4 1/2	WS5 3/4	WS56 6/7	WS7 0,/1/2/3/4/9	WS8 6/7	WS9 0/8/9	WV1 1/2/3/4	WV10 0/6/7/8/9	WV11 1/2/3	WV12 4/5	WV13 1/2/3	WV14 0/6/7/8/9	TF11 8/9	WV2 1/2/3/4	WV3 0/7/8/9	WV4 4/5/6	WV5 0/7/8/9	WV6 0/7/8/9, WV15 5	WV 7 3, WV8 1/2/5	**TOTAL**
2006	31,129	13,901	22,168	35,846	46,165	75,260	47,087	50,816	17,552	18,972	16,449	23,570	15,178	31,232	13,614	51,695	38,188	25,082	22,396	44,883	13,478	14,891	31,115	34,291	11,311	46,299	30,566	**1,931,922**
2009	31,126	13,900	22,166	35,843	46,161	75,253	47,083	50,811	17,550	18,970	16,448	23,568	15,177	31,229	13,613	51,690	38,185	25,080	22,394	44,879	13,477	14,890	31,112	34,288	11,310	46,295	30,563	**1,931,748**
2011	31,124	13,899	22,165	35,841	46,158	75,249	47,080	50,808	17,549	18,969	16,447	23,566	15,176	31,227	13,612	51,687	38,182	25,078	22,393	44,876	13,476	14,889	31,110	34,286	11,309	46,292	30,561	**1,931,632**
2016	29,908	13,926	21,345	36,809	46,678	75,277	45,154	52,237	18,056	18,997	17,059	24,059	15,887	31,645	14,757	52,977	37,927	25,497	23,060	47,975	15,089	15,798	30,794	34,083	11,482	46,262	31,287	**1,931,389**
2021	30,267	14,093	21,601	37,251	47,238	76,180	45,696	52,864	18,273	19,225	17,264	24,348	16,078	32,025	14,934	53,613	38,382	25,803	23,337	48,551	15,270	15,988	31,164	34,492	11,620	46,817	31,662	**1,954,565**
2026	30,534	14,036	22,233	38,361	48,006	75,842	45,492	54,388	18,821	19,679	17,188	24,239	16,532	32,943	15,386	55,018	39,391	26,585	24,054	49,794	15,690	16,475	32,114	35,403	11,603	47,806	32,002	**1,977,521**

SOURCE: Mott MacDonald, GVA and JMP, 2009

TABLE 1A

POPULATION GROWTH RATES

Catchment Zone	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
2009-2011	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2011-2016	-0.7	-4.4	-1.2	1.1	-1.0	-0.8	-1.5	-5.7	-0.6	-2.1	1.4	0.8	-0.4	-6.5	3.1	2.9	0.6	2.1	-0.8	0.3	-1.6	-2.8	3.2	4.3	-3.3	-1.0	-1.8
2016-2021	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2
2021-2026	0.5	0.5	0.5	0.4	0.5	0.0	1.3	-0.8	1.2	1.5	0.8	0.8	0.7	0.8	0.8	0.7	0.7	1.0	1.5	-0.7	1.5	1.3	0.8	1.5	1.5	-0.4	1.4

Catchment Zone	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	
2009-2011	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
2011-2016	-3.9	0.2	-3.7	2.7	1.1	0.0	-4.1	2.8	2.9	0.1	3.7	2.1	4.7	1.3	8.4	2.5	-0.7	1.7	3.0	6.9	12.0	6.1	-1.0	-0.6	1.5	-0.1	2.4	**0.0**
2016-2021	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	**1.2**
2021-2026	0.9	-0.4	2.9	3.0	1.6	-0.4	-0.4	2.9	3.0	2.4	-0.4	-0.4	2.8	2.9	3.0	2.6	2.6	3.0	3.1	2.6	2.8	3.0	3.0	2.6	-0.1	2.1	1.1	**1.2**

BLACK COUNTRY
CENTRES STUDY 2009

TABLE 2

COMPARISON GOODS RETAIL EXPENDITURE FORECASTS PER CAPITA (2007 PRICES)

Catchment Zone	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
2007	2,644	2,278	2,664	2,516	2,388	2,681	2,720	2,950	2,863	2,731	2,377	2,387	2,187	2,476	2,365	2,169	2,337	3,290
minus SFT at 8%	2,432	2,096	2,451	2,315	2,197	2,467	2,502	2,714	2,634	2,513	2,187	2,196	2,012	2,278	2,176	1,995	2,150	3,027
2009	2,810	2,421	2,832	2,674	2,538	2,850	2,891	3,136	3,043	2,903	2,527	2,537	2,325	2,632	2,514	2,305	2,484	3,497
minus SFT at 10%	2,529	2,179	2,548	2,407	2,284	2,565	2,602	2,822	2,739	2,613	2,274	2,283	2,092	2,369	2,262	2,075	2,236	3,147
2011	2,953	2,544	2,975	2,810	2,667	2,994	3,038	3,294	3,197	3,050	2,654	2,666	2,442	2,765	2,641	2,422	2,610	3,674
minus SFT at 11.26%	2,620	2,257	2,640	2,493	2,366	2,657	2,695	2,923	2,837	2,706	2,356	2,365	2,167	2,454	2,344	2,149	2,316	3,260
2016	3,341	2,878	3,366	3,179	3,017	3,387	3,437	3,727	3,617	3,451	3,003	3,016	2,763	3,128	2,988	2,740	2,953	4,157
minus SFT at 12.5%	2,923	2,518	2,945	2,782	2,640	2,964	3,007	3,261	3,165	3,019	2,628	2,639	2,418	2,737	2,615	2,398	2,584	3,637
2021	4,264	3,673	4,296	4,057	3,851	4,323	4,386	4,757	4,617	4,404	3,833	3,849	3,527	3,993	3,814	3,498	3,769	5,305
minus SFT at 12.5%	3,731	3,214	3,759	3,550	3,369	3,783	3,838	4,162	4,040	3,853	3,354	3,368	3,086	3,494	3,337	3,060	3,297	4,642
2026	5,442	4,688	5,483	5,178	4,915	5,518	5,598	6,071	5,892	5,621	4,892	4,913	4,501	5,096	4,867	4,464	4,810	6,771
minus SFT at 12.5%	4,761	4,102	4,797	4,531	4,300	4,828	4,898	5,312	5,156	4,918	4,281	4,299	3,938	4,459	4,259	3,906	4,209	5,925

Catchment Zone	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
2007	2,357	2,802	2,301	2,627	2,288	2,555	2,933	3,328	2,854	2,918	3,078	2,336	2,118	2,172	2,682	3,027	2,334	2,683
minus SFT at 8%	2,168	2,578	2,117	2,417	2,105	2,351	2,698	3,062	2,626	2,685	2,832	2,149	1,949	1,998	2,467	2,785	2,147	2,468
2009	2,505	2,978	2,446	2,792	2,432	2,716	3,118	3,537	3,034	3,102	3,272	2,483	2,251	2,309	2,851	3,217	2,481	2,852
minus SFT at 10%	2,255	2,680	2,201	2,513	2,189	2,444	2,806	3,184	2,730	2,791	2,945	2,235	2,026	2,078	2,566	2,896	2,233	2,567
2011	2,632	3,129	2,570	2,934	2,555	2,853	3,275	3,716	3,187	3,259	3,437	2,609	2,365	2,426	2,995	3,380	2,606	2,996
minus SFT at 11.26%	2,336	2,777	2,280	2,603	2,267	2,532	2,907	3,298	2,828	2,892	3,050	2,315	2,099	2,152	2,658	3,000	2,313	2,659
2016	2,978	3,540	2,907	3,319	2,891	3,228	3,706	4,205	3,606	3,687	3,889	2,951	2,676	2,744	3,389	3,825	2,949	3,390
minus SFT at 12.5%	2,606	3,098	2,544	2,904	2,529	2,825	3,243	3,679	3,155	3,226	3,403	2,583	2,342	2,401	2,965	3,346	2,580	2,966
2021	3,801	4,518	3,711	4,236	3,690	4,120	4,730	5,367	4,602	4,705	4,963	3,767	3,415	3,502	4,325	4,881	3,764	4,327
minus SFT at 12.5%	3,326	3,954	3,247	3,707	3,228	3,605	4,138	4,696	4,027	4,117	4,343	3,296	2,988	3,065	3,784	4,271	3,293	3,786
2026	4,851	5,767	4,736	5,407	4,709	5,258	6,036	6,849	5,874	6,005	6,335	4,808	4,359	4,470	5,520	6,230	4,804	5,522
minus SFT at 12.5%	4,245	5,046	4,144	4,731	4,120	4,601	5,282	5,993	5,140	5,255	5,543	4,207	3,814	3,911	4,830	5,451	4,203	4,832

Catchment Zone	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54
2007	2,874	2,742	2,780	2,506	2,843	2,182	2,294	2,496	2,585	2,342	2,331	3,078	2,205	2,758	2,680	3,033	2,916	2,624
minus SFT at 8%	2,644	2,523	2,558	2,306	2,616	2,007	2,110	2,296	2,378	2,155	2,145	2,832	2,029	2,537	2,466	2,790	2,683	2,414
2009	3,055	2,915	2,955	2,664	3,022	2,319	2,438	2,653	2,748	2,489	2,478	3,272	2,344	2,932	2,849	3,224	3,099	2,789
minus SFT at 10%	2,749	2,623	2,659	2,397	2,720	2,087	2,195	2,388	2,473	2,240	2,230	2,945	2,109	2,638	2,564	2,901	2,790	2,510
2011	3,209	3,062	3,105	2,799	3,175	2,437	2,562	2,787	2,887	2,615	2,603	3,437	2,462	3,080	2,993	3,387	3,256	2,930
minus SFT at 11.26%	2,848	2,717	2,755	2,483	2,817	2,162	2,273	2,474	2,562	2,321	2,310	3,050	2,185	2,733	2,656	3,006	2,890	2,600
2016	3,631	3,464	3,512	3,166	3,592	2,757	2,898	3,154	3,266	2,959	2,945	3,889	2,786	3,485	3,386	3,832	3,684	3,315
minus SFT at 12.5%	3,177	3,031	3,073	2,771	3,143	2,412	2,536	2,759	2,858	2,589	2,577	3,403	2,438	3,049	2,963	3,353	3,224	2,901
2021	4,635	4,422	4,483	4,041	4,585	3,519	3,699	4,025	4,168	3,777	3,759	4,963	3,556	4,447	4,322	4,891	4,702	4,231
minus SFT at 12.5%	4,055	3,869	3,923	3,536	4,011	3,079	3,237	3,522	3,647	3,305	3,289	4,343	3,111	3,892	3,781	4,280	4,114	3,702
2026	5,915	5,643	5,721	5,158	5,851	4,491	4,721	5,137	5,320	4,820	4,797	6,335	4,538	5,676	5,516	6,242	6,001	5,400
minus SFT at 12.5%	5,176	4,938	5,006	4,513	5,120	3,929	4,131	4,495	4,655	4,218	4,198	5,543	3,971	4,967	4,826	5,462	5,251	4,725

Source: Experian Business Strategies and Expenditure Data, April 2009

GROWTH IN PER CAPITA RETAIL EXPENDITURE (%pa): 3.7% pa 2007-2008 / 2.5% pa 2008-2016 / 5% pa 2016 onwards

TABLE 3

SURVEY AREA COMPARISON GOODS RETAIL EXPENDITURE FORECASTS

Catchment Zone	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
2009 (£000)	144,569	258,601	170,887	186,173	86,648	89,093	73,007	150,151	73,542	81,518	36,038	50,922	44,605	129,078	67,679	50,103	61,819	154,598
2011 (£000)	149,752	267,873	177,015	192,848	89,754	92,288	75,624	155,535	76,179	84,440	37,330	52,747	46,204	133,706	70,106	51,900	64,036	160,141
2016 (£000)	165,896	285,803	195,065	217,490	99,166	102,085	83,140	163,580	84,517	92,199	42,217	59,297	51,314	139,459	80,598	59,601	71,860	182,339
2021 (£000)	214,271	369,142	251,946	280,910	128,082	131,853	107,383	211,280	109,162	119,084	54,527	76,588	66,277	180,125	104,101	76,980	92,814	235,509
2026 (£000)	274,779	473,476	323,109	359,823	164,252	168,227	138,860	267,608	140,927	154,254	70,137	98,519	85,211	231,619	133,863	98,970	119,333	303,576

Catchment Zone	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
2009 (£000)	74,171	175,735	69,457	86,764	88,318	102,640	83,535	24,321	129,377	86,887	40,928	49,534	72,623	95,913	193,076	136,339	113,451	45,046
2011 (£000)	76,831	182,036	71,948	89,874	91,484	106,320	86,530	25,193	134,015	90,003	42,395	51,310	75,227	99,352	199,999	141,227	117,518	46,661
2016 (£000)	85,034	203,615	79,018	97,476	105,331	123,729	93,360	27,815	146,851	96,483	47,388	55,125	86,190	112,086	223,202	151,108	134,790	53,557
2021 (£000)	109,830	262,988	102,059	125,900	136,045	159,808	120,584	35,926	189,672	124,617	61,207	71,199	111,323	144,769	288,287	195,170	174,094	69,175
2026 (£000)	142,281	333,130	132,204	162,852	174,992	207,068	156,136	45,650	245,557	160,450	77,801	93,528	146,314	187,770	366,302	247,981	228,599	90,936

Catchment Zone	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	TOTAL
2009 (£000)	52,156	43,143	62,677	36,383	84,934	28,415	113,435	91,175	62,020	50,172	100,076	39,683	31,408	82,086	87,906	32,816	129,141	76,720	**4,781,495**
2011 (£000)	54,026	44,690	64,925	37,688	87,979	29,434	117,502	94,444	64,243	51,971	103,664	41,105	32,534	85,029	91,058	33,992	133,772	79,471	**4,952,931**
2016 (£000)	60,360	51,713	73,944	44,015	99,463	35,598	134,356	104,658	72,866	59,707	123,633	51,346	38,511	93,894	100,983	38,501	149,138	90,762	**5,521,233**
2021 (£000)	77,961	66,792	95,505	56,850	128,466	45,979	173,534	135,175	94,114	77,117	159,684	66,318	49,741	121,273	130,430	49,727	192,627	117,228	**7,131,207**
2026 (£000)	101,850	84,872	121,347	74,607	168,659	60,458	227,284	177,057	123,756	101,448	209,021	86,969	65,419	159,500	170,862	63,374	251,039	151,221	**9,204,836**

Source: Tables 1&2

BLACK COUNTRY
CENTRES STUDY 2009

WOLVERHAMPTON

TABLE 4
WOLVERHAMPTON CITY CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 1-33)

Catchment Zone	3	12	14	15	16	17	19	20	21	22	23	25	26	27	29	30	31	32	33
2009 (%)	0.9	0.3	0.5	3.7	1.2	3.1	7.4	1.7	0.5	22.2	3.6	1.8	3.2	0.1	9.5	0.5	4.5	4.2	2.4
2011 (%)	0.9	0.3	0.5	3.7	1.2	3.1	7.4	1.7	0.5	22.2	3.6	1.8	3.2	0.1	9.5	0.5	4.5	4.2	2.4
2016 (%)	0.9	0.3	0.5	3.7	1.2	3.1	7.4	1.7	0.5	22.2	3.6	1.8	3.2	0.1	9.5	0.5	4.5	4.2	2.4
2021 (%)	0.9	0.3	0.5	3.7	1.2	3.1	7.4	1.7	0.5	22.2	3.6	1.8	3.2	0.1	9.5	0.5	4.5	4.2	2.4
2026 (%)	0.9	0.3	0.5	3.7	1.2	3.1	7.4	1.7	0.5	22.2	3.6	1.8	3.2	0.1	9.5	0.5	4.5	4.2	2.4

TABLE 4A
WOLVERHAMPTON CITY CENTRE
COMPARISON GOODS SPEND (£) (ZONES 1-33)

Catchment Zone	3	12	14	15	16	17	19	20	21	22	23	25	26	27	29	30	31	32	33
2009 (£000)	1,608	176	607	2,510	591	1,934	5,476	2,915	362	19,288	3,175	1,496	771	84	3,874	271	3,235	4,040	4,669
2011 (£000)	1,666	183	629	2,600	612	2,003	5,672	3,020	375	19,980	3,289	1,550	799	87	4,012	281	3,351	4,184	4,836
2016 (£000)	1,836	205	656	2,989	703	2,248	6,278	3,378	411	21,670	3,787	1,672	882	95	4,485	302	3,839	4,721	5,397
2021 (£000)	2,371	265	848	3,861	908	2,903	8,108	4,363	531	27,988	4,891	2,160	1,139	123	5,793	390	4,958	6,097	6,971
2026 (£000)	3,041	341	1,090	4,965	1,167	3,733	10,504	5,527	688	36,203	6,291	2,796	1,448	159	7,363	512	6,517	7,908	8,858

TABLE 4B
WOLVERHAMPTON CITY CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 35-54)

Catchment Zone	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54
2009 (%)	3.1	0.7	0.3	9.1	1.9	1.3	0.4	59.9	61.4	47.7	20.6	35.1	35.2	2.1	68.1	76.1	70.0	46.1	64.8	57.7
2011 (%)	3.1	0.7	0.3	9.1	1.9	1.3	0.4	59.9	61.4	47.7	20.6	35.1	35.2	2.1	68.1	76.1	70.0	46.1	64.8	57.7
2016 (%)	3.1	0.7	0.3	9.1	1.9	1.3	0.4	59.9	61.4	47.7	20.6	35.1	35.2	2.1	68.1	76.1	70.0	46.1	64.8	57.7
2021 (%)	3.1	0.7	0.3	9.1	1.9	1.3	0.4	59.9	61.4	47.7	20.6	35.1	35.2	2.1	68.1	76.1	70.0	46.1	64.8	57.7
2026 (%)	3.1	0.7	0.3	9.1	1.9	1.3	0.4	59.9	61.4	47.7	20.6	35.1	35.2	2.1	68.1	76.1	70.0	46.1	64.8	57.7

TABLE 4C
WOLVERHAMPTON CITY CENTRE
COMPARISON GOODS SPEND (£) (ZONES 35-54)

Catchment Zone	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	TOTAL
2009 (£000)	3,499	337	177	3,934	1,189	467	352	17,016	69,638	43,498	12,801	17,627	35,270	852	21,403	62,443	61,527	15,114	83,718	44,268	**552,211**
2011 (£000)	3,624	349	183	4,075	1,232	483	365	17,626	72,135	45,058	13,260	18,259	36,535	883	22,170	64,682	63,733	15,656	86,719	45,856	**572,010**
2016 (£000)	4,157	401	205	4,715	1,403	564	413	21,318	82,481	49,930	15,039	20,977	43,572	1,103	26,244	71,425	70,680	17,732	96,681	52,371	**646,964**
2021 (£000)	5,369	518	264	6,090	1,812	729	533	27,534	106,532	64,489	19,425	27,094	56,278	1,424	33,896	92,252	91,290	22,903	124,873	67,642	**835,617**
2026 (£000)	7,050	681	345	7,738	2,302	957	700	36,205	139,529	84,470	25,543	35,643	73,666	1,868	44,580	121,331	119,589	29,188	162,739	87,256	**1,090,490**

BLACK COUNTRY
CENTRES STUDY 2009

WOLVERHAMPTON

TABLE 5
BILSTON DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 2-30)

Catchment Zone	2	7	9	11	12	15	16	17	18	19	22	23	25	28	29	30
2009 (%)	0.1	0.3	0.3	0.2	0.4	0.5	0.6	0.6	0.2	1.3	2.4	3.3	0.3	0.4	0.2	0.4
2011 (%)	0.1	0.3	0.3	0.2	0.4	0.5	0.6	0.6	0.2	1.3	2.4	3.3	0.3	0.4	0.2	0.4
2016 (%)	0.1	0.3	0.3	0.2	0.4	0.5	0.6	0.6	0.2	1.3	2.4	3.3	0.3	0.4	0.2	0.4
2021 (%)	0.1	0.3	0.3	0.2	0.4	0.5	0.6	0.6	0.2	1.3	2.4	3.3	0.3	0.4	0.2	0.4
2026 (%)	0.1	0.3	0.3	0.2	0.4	0.5	0.6	0.6	0.2	1.3	2.4	3.3	0.3	0.4	0.2	0.4

TABLE 5A
BILSTON DISTRICT CENTRE
COMPARISON GOODS SPEND (£) (ZONES 2-30)

Catchment Zone	2	7	9	11	12	15	16	17	18	19	22	23	25	28	29	30
2009 (£000)	338	238	240	82	183	354	321	371	252	976	2,079	2,898	292	312	71	185
2011 (£000)	350	247	249	85	190	366	333	384	262	1,012	2,153	3,002	303	323	74	191
2016 (£000)	373	272	276	97	213	421	382	431	298	1,120	2,335	3,456	327	347	83	206
2021 (£000)	482	351	357	125	275	544	494	556	385	1,446	3,016	4,464	422	448	107	266
2026 (£000)	619	454	460	160	354	700	635	715	496	1,873	3,902	5,742	546	576	136	349

TABLE 5B
BILSTON DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 32-54)

Catchment Zone	32	36	37	38	42	43	44	45	46	47	49	50	51	52	53	54
2009 (%)	1.1	0.3	0.3	0.2	5.0	0.9	1.4	1.5	2.4	16.4	4.3	1.1	1.2	1.2	0.4	0.6
2011 (%)	1.1	0.3	0.3	0.2	5.0	0.9	1.4	1.5	2.4	16.4	4.3	1.1	1.2	1.2	0.4	0.6
2016 (%)	1.1	0.3	0.3	0.2	5.0	0.9	1.4	1.5	2.4	16.4	4.3	1.1	1.2	1.2	0.4	0.6
2021 (%)	1.1	0.3	0.3	0.2	5.0	0.9	1.4	1.5	2.4	16.4	4.3	1.1	1.2	1.2	0.4	0.6
2026 (%)	1.1	0.3	0.3	0.2	5.0	0.9	1.4	1.5	2.4	16.4	4.3	1.1	1.2	1.2	0.4	0.6

TABLE 5C
BILSTON DISTRICT CENTRE
COMPARISON GOODS SPEND (£) (ZONES 32-54)

Catchment Zone	32	36	37	38	42	43	44	45	46	47	49	50	51	52	53	54	TOTAL
2009 (£000)	1,099	142	170	70	1,429	990	1,238	911	1,225	16,454	1,337	937	1,040	394	547	475	**37,654**
2011 (£000)	1,138	147	176	73	1,481	1,026	1,283	943	1,269	17,044	1,385	970	1,077	408	567	492	**39,004**
2016 (£000)	1,284	169	197	84	1,791	1,173	1,421	1,070	1,457	20,328	1,639	1,072	1,195	462	632	562	**45,172**
2021 (£000)	1,659	218	255	109	2,313	1,515	1,836	1,382	1,882	26,255	2,117	1,384	1,543	597	816	726	**58,344**
2026 (£000)	2,151	287	333	139	3,041	1,984	2,404	1,817	2,476	34,367	2,784	1,820	2,022	761	1,064	937	**76,104**

BLACK COUNTRY CENTRES STUDY 2009

WOLVERHAMPTON

TABLE 6
WEDNESFIELD DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	14	17	31	32	42	43	44	45	46
2009 (%)	0.8	0.2	0.1	0.2	1.0	0.2	4.1	0.5	0.5
2011 (%)	0.8	0.2	0.1	0.2	1.0	0.2	4.1	0.5	0.5
2016 (%)	0.8	0.2	0.1	0.2	1.0	0.2	4.1	0.5	0.5
2021 (%)	0.8	0.2	0.1	0.2	1.0	0.2	4.1	0.5	0.5
2026 (%)	0.8	0.2	0.1	0.2	1.0	0.2	4.1	0.5	0.5

TABLE 6A
WEDNESFIELD DISTRICT CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	14	17	31	32	42	43	44	45	46	TOTAL
2009 (£000)	1,032	140	106	157	273	283	3,707	289	264	6,250
2011 (£000)	1,069	145	109	162	283	293	3,840	299	274	6,475
2016 (£000)	1,115	163	125	183	342	335	4,255	339	314	7,172
2021 (£000)	1,440	210	162	236	442	433	5,496	438	406	9,264
2026 (£000)	1,852	270	213	306	581	567	7,199	576	534	12,099

BLACK COUNTRY
CENTRES STUDY 2009

WOLVERHAMPTON

TABLE 7
WOLVERHAMPTON: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS MARKET SHARE (%) (ZONES 1-32)

Catchment Zone	1	4	12	15	16	17	18	19	21	22	23	24	25	26	27	28	29	30	31	32
2009 (%)	0.4	0.1	0.2	0.1	0.2	0.9	0.7	2.9	0.3	3.7	2.1	0.1	0.4	0.4	0.1	0.2	0.2	0.2	0.8	1.3
2011 (%)	0.4	0.1	0.2	0.1	0.2	0.9	0.7	2.9	0.3	3.7	2.1	0.1	0.4	0.4	0.1	0.2	0.2	0.2	0.8	1.3
2016 (%)	0.4	0.1	0.2	0.1	0.2	0.9	0.7	2.9	0.3	3.7	2.1	0.1	0.4	0.4	0.1	0.2	0.2	0.2	0.8	1.3
2021 (%)	0.4	0.1	0.2	0.1	0.2	0.9	0.7	2.9	0.3	3.7	2.1	0.1	0.4	0.4	0.1	0.2	0.2	0.2	0.8	1.3
2026 (%)	0.4	0.1	0.2	0.1	0.2	0.9	0.7	2.9	0.3	3.7	2.1	0.1	0.4	0.4	0.1	0.2	0.2	0.2	0.8	1.3

TABLE 7A
WOLVERHAMPTON: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS SPEND (£) (ZONES 1-32)

Catchment Zone	1	4	12	15	16	17	18	19	21	22	23	24	25	26	27	28	29	30	31	32
2009 (£000)	540	243	94	51	84	542	1,057	2,140	226	3,180	1,835	72	315	89	84	153	95	87	596	1,245
2011 (£000)	559	252	98	53	87	562	1,095	2,217	234	3,294	1,900	74	326	92	87	158	98	90	618	1,289
2016 (£000)	619	284	110	61	100	630	1,247	2,453	257	3,573	2,188	87	352	102	95	170	110	97	708	1,455
2021 (£000)	800	367	142	78	129	814	1,611	3,169	332	4,615	2,826	112	455	132	123	219	142	125	914	1,879
2026 (£000)	1,025	470	182	101	165	1,047	2,076	4,105	430	5,969	3,635	145	589	167	159	282	180	164	1,202	2,437

TABLE 7B
WOLVERHAMPTON: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS MARKET SHARE (%) (ZONES 35-54)

Catchment Zone	35	36	37	38	39	40	41	42	43	44	45	46	47	49	50	51	52	53	54
2009 (%)	0.7	1.0	0.7	0.1	0.1	0.3	0.2	6.4	5.9	11.2	3.4	4.6	5.7	4.5	2.7	4.2	2.4	3.6	1.2
2011 (%)	0.7	1.0	0.7	0.1	0.1	0.3	0.2	6.4	5.9	11.2	3.4	4.6	5.7	4.5	2.7	4.2	2.4	3.6	1.2
2016 (%)	0.7	1.0	0.7	0.1	0.1	0.3	0.2	6.4	5.9	11.2	3.4	4.6	5.7	4.5	2.7	4.2	2.4	3.6	1.2
2021 (%)	0.7	1.0	0.7	0.1	0.1	0.3	0.2	6.4	5.9	11.2	3.4	4.6	5.7	4.5	2.7	4.2	2.4	3.6	1.2
2026 (%)	0.7	1.0	0.7	0.1	0.1	0.3	0.2	6.4	5.9	11.2	3.4	4.6	5.7	4.5	2.7	4.2	2.4	3.6	1.2

TABLE 7C
WOLVERHAMPTON: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS SPEND (£) (ZONES 35-54)

Catchment Zone	35	36	37	38	39	40	41	42	43	44	45	46	47	49	50	51	52	53	54	TOTAL
2009 (£000)	804	434	374	58	47	126	174	1,806	6,709	10,241	2,106	2,328	5,699	1,407	2,191	3,713	796	4,636	907	**57,282**
2011 (£000)	833	449	387	60	49	131	180	1,871	6,950	10,608	2,181	2,411	5,903	1,458	2,269	3,847	824	4,802	939	**59,336**
2016 (£000)	955	516	432	70	56	153	204	2,263	7,947	11,755	2,474	2,770	7,040	1,726	2,506	4,266	934	5,354	1,073	**67,187**
2021 (£000)	1,234	666	559	90	72	197	263	2,923	10,264	15,183	3,196	3,578	9,093	2,229	3,236	5,510	1,206	6,915	1,385	**86,779**
2026 (£000)	1,620	875	730	114	91	259	345	3,843	13,443	19,888	4,202	4,706	11,902	2,931	4,257	7,218	1,537	9,012	1,787	**113,291**

BLACK COUNTRY CENTRES STUDY 2009

WALSALL

TABLE 8
WALSALL TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 2-32)

Catchment Zone	2	4	5	7	11	15	16	17	18	19	21	22	23	24	30	31	32
2009 (%)	2.2	0.4	0.2	11.4	0.2	0.5	4.8	11.8	3.7	0.5	0.2	0.3	1.3	1.0	44.9	52.0	30.8
2011 (%)	2.2	0.4	0.2	11.4	0.2	0.5	4.8	11.8	3.7	0.5	0.2	0.3	1.3	1.0	44.9	52.0	30.8
2016 (%)	2.2	0.4	0.2	11.4	0.2	0.5	4.8	11.8	3.7	0.5	0.2	0.3	1.3	1.0	44.9	52.0	30.8
2021 (%)	2.2	0.4	0.2	11.4	0.2	0.5	4.8	11.8	3.7	0.5	0.2	0.3	1.3	1.0	44.9	52.0	30.8
2026 (%)	2.2	0.4	0.2	11.4	0.2	0.5	4.8	11.8	3.7	0.5	0.2	0.3	1.3	1.0	44.9	52.0	30.8

TABLE 8A
WALSALL TOWN CENTRE
COMPARISON GOODS SPEND (£) (ZONES 2-32)

Catchment Zone	2	4	5	7	11	15	16	17	18	19	21	22	23	24	30	31	32
2009 (£000)	5,665	678	196	8,337	82	333	2,420	7,285	5,790	349	147	301	1,135	1,017	22,225	37,784	29,530
2011 (£000)	5,868	702	203	8,636	85	344	2,507	7,546	5,997	361	152	311	1,176	1,054	23,021	39,139	30,589
2016 (£000)	6,261	792	225	9,495	97	396	2,879	8,468	6,829	400	167	338	1,354	1,226	24,733	44,843	34,510
2021 (£000)	8,086	1,022	290	12,263	125	512	3,718	10,938	8,820	517	216	436	1,749	1,584	31,945	57,919	44,572
2026 (£000)	10,372	1,310	372	15,858	160	658	4,780	14,063	11,369	669	280	564	2,249	2,053	41,963	76,125	57,812

TABLE 8B
WALSALL TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 33-51)

Catchment Zone	33	34	35	36	37	38	39	40	41	43	44	45	46	47	49	50	51
2009 (%)	4.5	1.0	40.0	45.1	34.6	21.0	8.0	28.1	24.8	0.6	2.5	29.3	15.1	0.8	1.4	0.2	0.2
2011 (%)	4.5	1.0	40.0	45.1	34.6	21.0	8.0	28.1	24.8	0.6	2.5	29.3	15.1	0.8	1.4	0.2	0.2
2016 (%)	4.5	1.0	40.0	45.1	34.6	21.0	8.0	28.1	24.8	0.6	2.5	29.3	15.1	0.8	1.4	0.2	0.2
2021 (%)	4.5	1.0	40.0	45.1	34.6	21.0	8.0	28.1	24.8	0.6	2.5	29.3	15.1	0.8	1.4	0.2	0.2
2026 (%)	4.5	1.0	40.0	45.1	34.6	21.0	8.0	28.1	24.8	0.6	2.5	29.3	15.1	0.8	1.4	0.2	0.2

TABLE 8C
WALSALL TOWN CENTRE
COMPARISON GOODS SPEND (£) (ZONES 33-51)

Catchment Zone	33	34	35	36	37	38	39	40	41	43	44	45	46	47	49	50	51	TOTAL
2009 (£000)	8,679	1,402	45,427	20,320	18,038	9,071	5,042	10,231	21,025	637	2,305	18,181	7,552	837	433	161	153	**292,767**
2011 (£000)	8,990	1,452	47,055	21,048	18,684	9,396	5,223	10,597	21,779	660	2,387	18,833	7,823	867	449	167	159	**303,264**
2016 (£000)	10,033	1,554	53,971	24,159	20,875	10,872	5,948	12,377	24,621	754	2,645	21,361	8,988	1,034	531	184	176	**343,096**
2021 (£000)	12,959	2,007	69,709	31,204	26,962	14,043	7,683	15,986	31,801	974	3,417	27,590	11,608	1,335	686	238	227	**443,141**
2026 (£000)	16,466	2,550	91,533	41,020	35,224	17,844	9,761	20,979	41,751	1,276	4,475	36,280	15,271	1,748	902	313	298	**578,347**

BLACK COUNTRY CENTRES STUDY 2009

WALSALL

TABLE 9
BLOXWICH DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	8	18	31	35	38	39	44	45
2009 (%)	0.1	0.2	1.3	4.8	1.2	0.2	0.2	0.7
2011 (%)	0.1	0.2	1.3	4.8	1.2	0.2	0.2	0.7
2016 (%)	0.1	0.2	1.3	4.8	1.2	0.2	0.2	0.7
2021 (%)	0.1	0.2	1.3	4.8	1.2	0.2	0.2	0.7
2026 (%)	0.1	0.2	1.3	4.8	1.2	0.2	0.2	0.7

TABLE 9A
BLOXWICH DISTRICT CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	8	18	31	35	38	39	44	45	TOTAL
2009 (£000)	105	350	922	5,446	512	110	193	430	**8,069**
2011 (£000)	109	363	955	5,641	530	114	200	446	**8,358**
2016 (£000)	115	413	1,094	6,471	614	130	221	506	**9,563**
2021 (£000)	148	534	1,413	8,357	793	168	286	653	**12,352**
2026 (£000)	187	688	1,857	10,974	1,007	213	375	859	**16,160**

WALSALL

TABLE 10
BROWNHILLS DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	34	35	36	39	40	41
2009 (%)	0.3	0.6	0.9	0.7	13.4	1.2
2011 (%)	0.3	0.6	0.9	0.7	13.4	1.2
2016 (%)	0.3	0.6	0.9	0.7	13.4	1.2
2021 (%)	0.3	0.6	0.9	0.7	13.4	1.2
2026 (%)	0.3	0.6	0.9	0.7	13.4	1.2

TABLE 10A
BROWNHILLS DISTRICT CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	34	35	36	39	40	41	TOTAL
2009 (£000)	412	733	426	433	4,887	1,021	**7,913**
2011 (£000)	427	759	442	449	5,062	1,058	**8,197**
2016 (£000)	456	871	507	511	5,912	1,196	**9,454**
2021 (£000)	590	1,125	655	660	7,636	1,545	**12,211**
2026 (£000)	749	1,477	861	839	10,022	2,028	**15,976**

TABLE 11
ALDRIDGE DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	7	16	17	18	31	32	35	36	37	40	41	45	54
2009 (%)	1.0	0.3	0.1	0.3	0.1	0.3	0.3	2.1	1.3	1.5	9.6	0.3	0.2
2011 (%)	1.0	0.3	0.1	0.3	0.1	0.3	0.3	2.1	1.3	1.5	9.6	0.3	0.2
2016 (%)	1.0	0.3	0.1	0.3	0.1	0.3	0.3	2.1	1.3	1.5	9.6	0.3	0.2
2021 (%)	1.0	0.3	0.1	0.3	0.1	0.3	0.3	2.1	1.3	1.5	9.6	0.3	0.2
2026 (%)	1.0	0.3	0.1	0.3	0.1	0.3	0.3	2.1	1.3	1.5	9.6	0.3	0.2

TABLE 11A
ALDRIDGE DISTRICT CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	7	16	17	18	31	32	35	36	37	40	41	45	54	TOTAL
2009 (£000)	759	131	47	477	51	324	326	929	685	533	8,148	198	134	**12,741**
2011 (£000)	787	136	48	494	53	335	337	962	710	552	8,440	205	138	**13,198**
2016 (£000)	865	156	54	563	60	378	387	1,104	793	645	9,541	233	158	**14,938**
2021 (£000)	1,117	202	70	727	78	489	500	1,426	1,024	833	12,324	301	204	**19,294**
2026 (£000)	1,444	259	90	937	102	634	656	1,875	1,338	1,093	16,179	396	263	**25,268**

BLACK COUNTRY
CENTRES STUDY 2009

WALSALL

TABLE 12
WILLENHALL DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	31	35	36	38	40	41	42	44	45	46	47	49
2009 (%)	0.6	0.4	0.8	0.2	0.1	0.2	1.4	1.0	4.7	6.8	0.6	0.3
2011 (%)	0.6	0.4	0.8	0.2	0.1	0.2	1.4	1.0	4.7	6.8	0.6	0.3
2016 (%)	0.6	0.4	0.8	0.2	0.1	0.2	1.4	1.0	4.7	6.8	0.6	0.3
2021 (%)	0.6	0.4	0.8	0.2	0.1	0.2	1.4	1.0	4.7	6.8	0.6	0.3
2026 (%)	0.6	0.4	0.8	0.2	0.1	0.2	1.4	1.0	4.7	6.8	0.6	0.3

TABLE 12A
WILLENHALL DISTRICT CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	31	35	36	38	40	41	42	44	45	46	47	49	TOTAL
2009 (£000)	440	439	345	70	53	197	401	949	2,923	3,405	572	91	**9,884**
2011 (£000)	456	455	358	73	55	204	415	983	3,027	3,527	592	94	**10,239**
2016 (£000)	522	522	410	84	64	230	502	1,090	3,434	4,052	706	111	**11,728**
2021 (£000)	674	674	530	109	83	297	648	1,407	4,435	5,234	912	144	**15,148**
2026 (£000)	886	885	697	139	108	391	852	1,843	5,832	6,885	1,194	189	**19,902**

TABLE 13
DARLASTON DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	22	31	32	33	39	42	45	46	47
2009 (%)	0.2	0.5	2.0	0.2	0.2	0.6	0.6	2.0	1.2
2011 (%)	0.2	0.5	2.0	0.2	0.2	0.6	0.6	2.0	1.2
2016 (%)	0.2	0.5	2.0	0.2	0.2	0.6	0.6	2.0	1.2
2021 (%)	0.2	0.5	2.0	0.2	0.2	0.6	0.6	2.0	1.2
2026 (%)	0.2	0.5	2.0	0.2	0.2	0.6	0.6	2.0	1.2

TABLE 13A
DALASTON DISTRICT CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	22	31	32	33	39	42	45	46	47	TOTAL
2009 (£000)	142	363	1,872	379	96	167	376	991	1,197	**5,584**
2011 (£000)	147	376	1,940	393	99	173	390	1,027	1,240	**5,784**
2016 (£000)	159	431	2,188	438	113	209	442	1,179	1,479	**6,639**
2021 (£000)	206	557	2,826	566	146	270	571	1,523	1,910	**8,575**
2026 (£000)	266	731	3,666	720	185	356	751	2,004	2,500	**11,178**

BLACK COUNTRY
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TABLE 14
WALSALL: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS MARKET SHARE (%) (ZONES 4-35)

Catchment Zone	4	7	13	14	15	17	18	22	23	25	27	30	31	32	33	34	35
2009 (%)	0.0	1.8	0.6	0.2	0.4	2.0	0.5	0.7	0.6	0.1	0.2	10.7	6.5	3.8	0.0	0.4	3.6
2011 (%)	0.0	1.8	0.6	0.2	0.4	2.0	0.5	0.7	0.6	0.1	0.2	10.7	6.5	3.8	0.0	0.4	3.6
2016 (%)	0.0	1.8	0.6	0.2	0.4	2.0	0.5	0.7	0.6	0.1	0.2	10.7	6.5	3.8	0.0	0.4	3.6
2021 (%)	0.0	1.8	0.6	0.2	0.4	2.0	0.5	0.7	0.6	0.1	0.2	10.7	6.5	3.8	0.0	0.4	3.6
2026 (%)	0.0	1.8	0.6	0.2	0.4	2.0	0.5	0.7	0.6	0.1	0.2	10.7	6.5	3.8	0.0	0.4	3.6

TABLE 14A
WALSALL: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS SPEND (£) (ZONES 4-35)

Catchment Zone	4	7	13	14	15	17	18	22	23	25	27	30	31	32	33	34	35
2009 (£000)	0	1,310	254	273	253	1,263	721	578	500	63	225	5,295	4,698	3,660	0	549	4,134
2011 (£000)	0	1,357	263	283	262	1,308	747	599	518	65	233	5,484	4,867	3,791	0	568	4,282
2016 (£000)	0	1,492	292	295	301	1,468	851	650	596	70	256	5,892	5,576	4,277	0	608	4,911
2021 (£000)	0	1,927	377	381	388	1,896	1,099	839	770	91	330	7,610	7,202	5,524	0	785	6,344
2026 (£000)	0	2,492	485	490	500	2,437	1,417	1,085	990	118	428	9,997	9,465	7,165	0	998	8,330

TABLE 14B
WALSALL: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS MARKET SHARE (%) (ZONES 36-54)

Catchment Zone	36	37	38	39	40	41	42	43	44	45	46	47	48	52	53	54
2009 (%)	4.5	8.4	1.5	1.4	3.5	7.0	1.1	0.9	1.7	3.4	3.2	0.6	0.2	0.3	0.2	0.2
2011 (%)	4.5	8.4	1.5	1.4	3.5	7.0	1.1	0.9	1.7	3.4	3.2	0.6	0.2	0.3	0.2	0.2
2016 (%)	4.5	8.4	1.5	1.4	3.5	7.0	1.1	0.9	1.7	3.4	3.2	0.6	0.2	0.3	0.2	0.2
2021 (%)	4.5	8.4	1.5	1.4	3.5	7.0	1.1	0.9	1.7	3.4	3.2	0.6	0.2	0.3	0.2	0.2
2026 (%)	4.5	8.4	1.5	1.4	3.5	7.0	1.1	0.9	1.7	3.4	3.2	0.6	0.2	0.3	0.2	0.2

TABLE 14C
WALSALL: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS SPEND (£) (ZONES 36-54)

Catchment Zone	36	37	38	39	40	41	42	43	44	45	46	47	48	52	53	54	TOTAL
2009 (£000)	2,018	4,372	637	867	1,289	5,909	322	990	1,530	2,087	1,628	634	60	87	225	134	**46,564**
2011 (£000)	2,090	4,529	660	898	1,336	6,121	334	1,026	1,585	2,162	1,686	657	63	90	233	138	**48,234**
2016 (£000)	2,399	5,060	763	1,023	1,560	6,919	404	1,173	1,756	2,452	1,937	783	78	102	260	158	**54,362**
2021 (£000)	3,098	6,535	986	1,321	2,015	8,937	521	1,515	2,268	3,167	2,502	1,012	101	131	336	204	**70,214**
2026 (£000)	4,073	8,538	1,253	1,678	2,644	11,733	686	1,984	2,971	4,165	3,292	1,325	133	167	437	263	**91,738**

BLACK COUNTRY
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TABLE 15
WEST BROMWICH TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	1	2	5	7	9	10	12	13	14	15	16	17	21	23	31	32	37	54
2009 (%)	0.2	2.1	0.3	3.3	0.2	0.9	4.3	18.5	8.2	8.1	27.6	14.8	0.2	5.2	0.2	3.9	2.2	0.2
2011 (%)	0.2	2.1	0.3	3.3	0.2	0.9	4.3	18.5	8.2	8.1	27.6	14.8	0.2	5.2	0.2	3.9	2.2	0.2
2016 (%)	0.2	2.1	0.3	3.3	0.2	0.9	4.3	18.5	8.2	8.1	27.6	14.8	0.2	5.2	0.2	3.9	2.2	0.2
2021 (%)	0.2	2.1	0.3	3.3	0.2	0.9	4.3	18.5	8.2	8.1	27.6	14.8	0.2	5.2	0.2	3.9	2.2	0.2
2026 (%)	0.2	2.1	0.3	3.3	0.2	0.9	4.3	18.5	8.2	8.1	27.6	14.8	0.2	5.2	0.2	3.9	2.2	0.2

TABLE 15A
WEST BROMWICH TOWN CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	1	2	5	7	9	10	12	13	14	15	16	17	21	23	31	32	37	54	TOTAL
2009 (£000)	252	5,548	294	2,414	138	743	2,182	8,249	10,608	5,456	13,851	9,145	147	4,612	119	3,761	1,136	134	**68,787**
2011 (£000)	261	5,746	304	2,500	143	770	2,260	8,545	10,988	5,652	14,348	9,473	152	4,777	123	3,896	1,176	138	**71,254**
2016 (£000)	289	6,131	336	2,749	159	841	2,541	9,490	11,461	6,498	16,477	10,630	167	5,500	141	4,396	1,314	158	**79,277**
2021 (£000)	373	7,919	434	3,551	206	1,086	3,282	12,257	14,803	8,393	21,281	13,730	216	7,104	182	5,677	1,698	204	**102,394**
2026 (£000)	479	10,157	557	4,591	265	1,406	4,221	15,758	19,034	10,792	27,360	17,653	280	9,138	239	7,364	2,218	263	**131,776**

TABLE 16
BLACKHEATH TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	5	9	10	11	12	14	15	21	24	36
2009 (%)	0.3	3.7	0.3	1.9	7.5	0.9	1.4	0.2	0.5	0.2
2011 (%)	0.3	3.7	0.3	1.9	7.5	0.9	1.4	0.2	0.5	0.2
2016 (%)	0.3	3.7	0.3	1.9	7.5	0.9	1.4	0.2	0.5	0.2
2021 (%)	0.3	3.7	0.3	1.9	7.5	0.9	1.4	0.2	0.5	0.2
2026 (%)	0.3	3.7	0.3	1.9	7.5	0.9	1.4	0.2	0.5	0.2

TABLE 16A
BLACKHEATH TOWN CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	5	9	10	11	12	14	15	21	24	36	TOTAL
2009 (£000)	275	2,751	257	701	3,829	1,142	955	157	555	79	**10,700**
2011 (£000)	285	2,849	267	726	3,966	1,183	989	163	575	82	**11,084**
2016 (£000)	315	3,161	291	821	4,458	1,234	1,137	179	669	94	**12,358**
2021 (£000)	406	4,083	376	1,060	5,758	1,594	1,468	231	864	122	**15,962**
2026 (£000)	521	5,271	487	1,364	7,407	2,050	1,888	299	1,119	160	**20,566**

BLACK COUNTRY CENTRES STUDY 2009

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TABLE 17
CRADLEY HEATH TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	7	9	10	11	12	14	15	21	22	24	26	28	44
2009 (%)	0.2	2.2	1.2	9.1	1.8	0.5	1.1	2.8	0.4	0.3	0.2	0.4	0.2
2011 (%)	0.2	2.2	1.2	9.1	1.8	0.5	1.1	2.8	0.4	0.3	0.2	0.4	0.2
2016 (%)	0.2	2.2	1.2	9.1	1.8	0.5	1.1	2.8	0.4	0.3	0.2	0.4	0.2
2021 (%)	0.2	2.2	1.2	9.1	1.8	0.5	1.1	2.8	0.4	0.3	0.2	0.4	0.2
2026 (%)	0.2	2.2	1.2	9.1	1.8	0.5	1.1	2.8	0.4	0.3	0.2	0.4	0.2

TABLE 17A
CRADLEY HEATH TOWN CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	7	9	10	11	12	14	15	21	22	24	26	28	44	TOTAL
2009 (£000)	119	1,604	1,003	3,269	928	607	771	1,966	351	320	59	358	149	11,504
2011 (£000)	124	1,661	1,039	3,387	961	629	799	2,036	364	331	61	371	154	11,917
2016 (£000)	136	1,843	1,134	3,830	1,081	656	918	2,236	395	386	67	397	171	13,250
2021 (£000)	175	2,380	1,465	4,947	1,396	848	1,186	2,888	510	498	87	513	221	17,114
2026 (£000)	227	3,073	1,898	6,363	1,796	1,090	1,525	3,741	659	646	110	661	289	22,078

TABLE 18
GREAT BRIDGE TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	1	4	7	13	14	15	16	17	23	32	42	52
2009 (%)	0.4	0.3	0.8	0.5	1.0	0.4	4.9	2.4	4.5	0.5	0.4	0.4
2011 (%)	0.4	0.3	0.8	0.5	1.0	0.4	4.9	2.4	4.5	0.5	0.4	0.4
2016 (%)	0.4	0.3	0.8	0.5	1.0	0.4	4.9	2.4	4.5	0.5	0.4	0.4
2021 (%)	0.4	0.3	0.8	0.5	1.0	0.4	4.9	2.4	4.5	0.5	0.4	0.4
2026 (%)	0.4	0.3	0.8	0.5	1.0	0.4	4.9	2.4	4.5	0.5	0.4	0.4

TABLE 18A
GREAT BRIDGE TOWN CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	1	4	7	13	14	15	16	17	23	32	42	52	TOTAL
2009 (£000)	540	596	585	236	1,272	283	2,465	1,476	3,946	479	106	141	12,124
2011 (£000)	559	617	606	245	1,317	293	2,553	1,529	4,087	497	110	146	12,559
2016 (£000)	619	696	666	272	1,374	337	2,932	1,716	4,706	560	133	166	14,176
2021 (£000)	800	899	860	351	1,775	435	3,787	2,217	6,078	724	172	214	18,310
2026 (£000)	1,025	1,151	1,113	451	2,282	559	4,869	2,850	7,818	939	226	273	23,555

BLACK COUNTRY
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TABLE 19
OLDBURY TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	1	2	3	5	7	9	11	12	13	14	15	16	17	18	19	21	22	23	24	27	28	30	37	47
2009 (%)	1.3	0.2	0.5	2.4	0.7	2.4	1.7	13.0	10.8	14.5	27.6	11.6	5.2	0.1	0.8	1.2	0.5	6.0	0.3	0.2	0.2	0.2	0.3	0.5
2011 (%)	1.3	0.2	0.5	2.4	0.7	2.4	1.7	13.0	10.8	14.5	27.6	11.6	5.2	0.1	0.8	1.2	0.5	6.0	0.3	0.2	0.2	0.2	0.3	0.5
2016 (%)	1.3	0.2	0.5	2.4	0.7	2.4	1.7	13.0	10.8	14.5	27.6	11.6	5.2	0.1	0.8	1.2	0.5	6.0	0.3	0.2	0.2	0.2	0.3	0.5
2021 (%)	1.3	0.2	0.5	2.4	0.7	2.4	1.7	13.0	10.8	14.5	27.6	11.6	5.2	0.1	0.8	1.2	0.5	6.0	0.3	0.2	0.2	0.2	0.3	0.5
2026 (%)	1.3	0.2	0.5	2.4	0.7	2.4	1.7	13.0	10.8	14.5	27.6	11.6	5.2	0.1	0.8	1.2	0.5	6.0	0.3	0.2	0.2	0.2	0.3	0.5

TABLE 19A
OLDBURY TOWN CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	1	2	3	5	7	9	11	12	13	14	15	16	17	18	19	21	22	23	24	27	28	30	37	47	TOTAL
2009 (£000)	1,924	491	807	2,058	477	1,736	601	6,610	4,822	18,726	18,673	5,822	3,230	108	610	843	425	5,261	356	309	151	86	131	523	**74,780**
2011 (£000)	1,993	509	836	2,132	494	1,799	623	6,847	4,995	19,397	19,343	6,031	3,346	112	631	873	440	5,449	368	320	157	89	136	542	**77,461**
2016 (£000)	2,207	543	921	2,355	543	1,996	704	7,697	5,547	20,232	22,238	6,926	3,755	128	699	959	478	6,274	429	351	168	96	152	646	**86,042**
2021 (£000)	2,851	701	1,190	3,042	701	2,577	910	9,941	7,165	26,131	28,722	8,945	4,849	165	903	1,239	617	8,103	554	453	217	124	196	835	**111,131**
2026 (£000)	3,656	899	1,526	3,901	907	3,327	1,170	12,788	9,211	33,602	36,933	11,501	6,235	213	1,169	1,604	798	10,423	718	586	279	163	256	1,093	**142,960**

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CENTRES STUDY 2009

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TABLE 20
WEDNESBURY TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 1-28)

Catchment Zone	2	4	5	7	8	9	10	13	14	15	16	17	18	22	23	24	25	28
2009 (%)	0.8	0.5	0.3	0.3	0.4	0.4	0.6	0.4	0.6	0.2	4.2	3.7	0.4	0.3	3.6	0.3	0.4	0.2
2011 (%)	0.8	0.5	0.3	0.3	0.4	0.4	0.6	0.4	0.6	0.2	4.2	3.7	0.4	0.3	3.6	0.3	0.4	0.2
2016 (%)	0.8	0.5	0.3	0.3	0.4	0.4	0.6	0.4	0.6	0.2	4.2	3.7	0.4	0.3	3.6	0.3	0.4	0.2
2021 (%)	0.8	0.5	0.3	0.3	0.0	0.3	0.4	0.4	0.6	0.2	4.2	3.7	0.4	0.3	3.6	0.3	0.4	0.2
2026 (%)	0.8	0.5	0.3	0.3	0.4	0.4	0.6	0.4	0.6	0.2	4.2	3.7	0.4	0.3	3.6	0.3	0.4	0.2

TABLE 20A
WEDNESBURY TOWN CENTRE
COMPARISON GOODS SPEND (£) (ZONES 1-28)

Catchment Zone	2	4	5	7	8	9	10	13	14	15	16	17	18	22	23	24	25	28
2009 (£000)	2,125	892	245	193	589	316	506	166	711	118	2,102	2,315	575	283	3,189	346	336	151
2011 (£000)	2,201	924	254	199	610	328	524	172	736	122	2,177	2,398	596	294	3,303	359	348	157
2016 (£000)	2,348	1,042	281	219	641	363	572	191	768	140	2,500	2,691	678	318	3,803	418	376	168
2021 (£000)	3,033	1,345	363	304	0	288	467	247	992	181	3,230	3,476	876	411	4,912	539	485	217
2026 (£000)	3,891	1,723	465	366	1,049	606	957	318	1,275	233	4,152	4,469	1,129	532	6,318	699	628	279

TABLE 20B
WEDNESBURY TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 30-54)

Catchment Zone	30	31	32	34	35	36	37	38	40	42	43	44	45	46	47	51	54
2009 (%)	2.7	5.0	8.8	0.3	4.6	2.1	2.5	0.5	1.3	0.3	0.6	0.3	4.1	1.4	0.3	0.8	1.2
2011 (%)	2.7	5.0	8.8	0.3	4.6	2.1	2.5	0.5	1.3	0.3	0.6	0.3	4.1	1.4	0.3	0.8	1.2
2016 (%)	2.7	5.0	8.8	0.3	4.6	2.1	2.5	0.5	1.3	0.3	0.6	0.3	4.1	1.4	0.3	0.8	1.2
2021 (%)	2.7	5.0	8.8	0.3	4.6	2.1	2.5	0.5	1.3	0.3	0.6	0.3	4.1	1.4	0.3	0.8	1.2
2026 (%)	2.7	5.0	8.8	0.3	4.6	2.1	2.5	0.5	1.3	0.3	0.6	0.3	4.1	1.4	0.3	0.8	1.2

TABLE 20C
WEDNESBURY TOWN CENTRE
COMPARISON GOODS SPEND (£) (ZONES 30-54)

Catchment Zone	30	31	32	34	35	36	37	38	40	42	43	44	45	46	47	51	54	TOTAL
2009 (£000)	1,344	3,663	8,414	462	5,213	944	1,326	226	474	78	669	308	2,525	695	316	703	926	**43,445**
2011 (£000)	1,392	3,795	8,716	479	5,400	978	1,374	234	491	81	693	319	2,616	720	327	728	959	**45,003**
2016 (£000)	1,495	4,348	9,833	512	6,193	1,122	1,535	271	574	98	793	353	2,967	827	390	807	1,095	**50,733**
2021 (£000)	1,931	5,615	12,700	662	7,999	1,450	1,983	350	741	126	1,024	456	3,832	1,068	504	1,043	1,415	**64,266**
2026 (£000)	2,537	7,380	16,473	841	10,503	1,906	2,590	445	972	166	1,341	597	5,039	1,405	660	1,366	1,825	**85,137**

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TABLE 21
CAPE HILL TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	1	2	5	13	14	16	18
2009 (%)	0.4	0.5	0.1	5.9	1.4	0.4	0.2
2011 (%)	0.4	0.5	0.1	5.9	1.4	0.4	0.2
2016 (%)	0.4	0.5	0.1	5.9	1.4	0.4	0.2
2021 (%)	0.4	0.5	0.1	5.9	1.4	0.4	0.2
2026 (%)	0.4	0.5	0.1	5.9	1.4	0.4	0.2

TABLE 21A
CAPE HILL TOWN CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	1	2	5	13	14	16	18	TOTAL
2009 (£000)	540	1,291	123	2,631	1,800	187	252	**6,824**
2011 (£000)	559	1,337	127	2,726	1,865	194	262	**7,069**
2016 (£000)	619	1,427	140	3,027	1,945	222	298	**7,679**
2021 (£000)	800	1,843	181	3,910	2,512	287	385	**9,918**
2026 (£000)	1,025	2,364	232	5,027	3,230	369	496	**12,744**

TABLE 22
BEARWOOD TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	1	2	3	5	7	10	12	13	14	15	16	17
2009 (%)	7.1	0.6	0.2	3.4	0.2	0.8	0.1	11.6	8.0	0.6	0.2	0.9
2011 (%)	7.1	0.6	0.2	3.4	0.2	0.8	0.1	11.6	8.0	0.6	0.2	0.9
2016 (%)	7.1	0.6	0.2	3.4	0.2	0.8	0.1	11.6	8.0	0.6	0.2	0.9
2021 (%)	7.1	0.6	0.2	3.4	0.2	0.8	0.1	11.6	8.0	0.6	0.2	0.9
2026 (%)	7.1	0.6	0.2	3.4	0.2	0.8	0.1	11.6	8.0	0.6	0.2	0.9

TABLE 22A
BEARWOOD TOWN CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	1	2	3	5	7	10	12	13	14	15	16	17	TOTAL
2009 (£000)	10,336	1,438	257	2,930	137	617	38	5,154	10,319	393	93	560	**32,273**
2011 (£000)	10,707	1,490	267	3,035	142	639	40	5,338	10,689	407	96	581	**33,430**
2016 (£000)	11,861	1,589	294	3,353	157	698	45	5,929	11,149	468	110	651	**36,304**
2021 (£000)	15,320	2,053	380	4,330	202	901	58	7,658	14,400	605	142	841	**46,890**
2026 (£000)	19,646	2,633	487	5,553	261	1,167	74	9,845	18,517	777	183	1,082	**60,227**

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

TABLE 23
SANDWELL: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS MARKET SHARE (%) (ZONES 1-28)

Catchment Zone	1	2	3	4	5	7	8	9	10	11	12	13	14	15	16	17	18	19	21	22	23	24	26	27	28
2009 (%)	1.4	1.6	0.5	0.2	0.6	9.5	0.7	0.4	0.3	0.5	0.0	1.3	2.1	0.9	8.6	15.0	2.4	2.6	0.1	0.2	8.5	0.2	0.3	0.3	0.0
2011 (%)	1.4	1.6	0.5	0.2	0.6	9.5	0.7	0.4	0.3	0.5	0.0	1.3	2.1	0.9	8.6	15.0	2.4	2.6	0.1	0.2	8.5	0.2	0.3	0.3	0.0
2016 (%)	1.4	1.6	0.5	0.2	0.6	9.5	0.7	0.4	0.3	0.5	0.0	1.3	2.1	0.9	8.6	15.0	2.4	2.6	0.1	0.2	8.5	0.2	0.3	0.3	0.0
2021 (%)	1.4	1.6	0.5	0.2	0.6	9.5	0.7	0.4	0.3	0.5	0.0	1.3	2.1	0.9	8.6	15.0	2.4	2.6	0.1	0.2	8.5	0.2	0.3	0.3	0.0
2026 (%)	1.4	1.6	0.5	0.2	0.6	9.5	0.7	0.4	0.3	0.5	0.0	1.3	2.1	0.9	8.6	15.0	2.4	2.6	0.1	0.2	8.5	0.2	0.3	0.3	0.0

TABLE 23A
SANDWELL: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS SPEND (£) (ZONES 1-28)

Catchment Zone	1	2	3	4	5	7	8	9	10	11	12	13	14	15	16	17	18	19	21	22	23	24	26	27	28
2009 (£000)	2,080	4,026	800	284	481	6,955	984	298	257	165	0	567	2,668	624	4,312	9,261	3,778	1,946	52	142	7,480	179	79	451	0
2011 (£000)	2,154	4,170	829	294	498	7,204	1,019	309	267	171	0	587	2,764	646	4,466	9,593	3,914	2,016	54	147	7,748	185	82	467	0
2016 (£000)	2,387	4,450	913	332	551	7,920	1,072	342	291	193	0	652	2,883	743	5,129	10,765	4,456	2,231	60	159	8,921	216	91	512	0
2021 (£000)	3,083	5,747	1,179	428	711	10,229	1,384	442	376	249	0	843	3,723	960	6,624	13,904	5,755	2,881	77	206	11,522	278	117	661	0
2026 (£000)	3,953	7,371	1,513	548	912	13,228	1,753	571	487	321	0	1,083	4,788	1,234	8,517	17,877	7,419	3,733	100	266	14,821	361	149	856	0

TABLE 23B
SANDWELL: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS MARKET SHARE (%) (ZONES 29-54)

Catchment Zone	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	49	50	51	52	53	54
2009 (%)	0.2	13.5	9.8	25.3	0.7	0.6	5.9	12.3	12.7	0.2	0.2	1.9	5.9	2.8	1.7	4.3	11.2	9.8	3.0	2.9	0.8	0.2	0.3	1.1	0.9
2011 (%)	0.2	13.5	9.8	25.3	0.7	0.6	5.9	12.3	12.7	0.2	0.2	1.9	5.9	2.8	1.7	4.3	11.2	9.8	3.0	2.9	0.8	0.2	0.3	1.1	0.9
2016 (%)	0.2	13.5	9.8	25.3	0.7	0.6	5.9	12.3	12.7	0.2	0.2	1.9	5.9	2.8	1.7	4.3	11.2	9.8	3.0	2.9	0.8	0.2	0.3	1.1	0.9
2021 (%)	0.2	13.5	9.8	25.3	0.7	0.6	5.9	12.3	12.7	0.2	0.2	1.9	5.9	2.8	1.7	4.3	11.2	9.8	3.0	2.9	0.8	0.2	0.3	1.1	0.9
2026 (%)	0.2	13.5	9.8	25.3	0.7	0.6	5.9	12.3	12.7	0.2	0.2	1.9	5.9	2.8	1.7	4.3	11.2	9.8	3.0	2.9	0.8	0.2	0.3	1.1	0.9

TABLE 23C
SANDWELL: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS SPEND (£) (ZONES 29-54)

Catchment Zone	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	49	50	51	52	53	54	TOTAL
2009 (£000)	99	6,677	7,089	24,258	1,380	771	6,717	5,529	6,644	70	96	688	5,032	791	1,964	3,935	6,942	4,919	2,968	895	638	153	107	1,377	689	**138,296**
2011 (£000)	102	6,917	7,344	25,128	1,429	799	6,958	5,727	6,882	73	99	712	5,212	819	2,034	4,076	7,191	5,095	3,075	927	661	159	111	1,426	713	**143,255**
2016 (£000)	115	7,431	8,414	28,348	1,595	855	7,980	6,574	7,689	84	113	832	5,893	991	2,326	4,517	8,156	5,854	3,667	1,098	730	176	126	1,590	815	**161,233**
2021 (£000)	148	9,598	10,867	36,615	2,060	1,104	10,307	8,490	9,931	109	146	1,074	7,611	1,279	3,004	5,834	10,534	7,561	4,737	1,418	942	227	162	2,053	1,052	**208,248**
2026 (£000)	188	12,608	14,283	47,490	2,618	1,403	13,534	11,161	12,974	139	185	1,410	9,992	1,682	3,935	7,641	13,852	9,946	6,200	1,865	1,239	298	207	2,676	1,357	**270,745**

BLACK COUNTRY CENTRES STUDY 2009

DUDLEY

TABLE 24
BRIERLEY HILL STRATEGIC CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 1-26)

Catchment Zone	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
2009 (%)	5.1	1.9	2.3	10.0	22.9	1.2	1.2	17.4	43.0	47.9	55.0	43.4	3.8	14.9	20.9	7.9	8.7	0.3	48.7	13.1	63.3	34.6	25.4	75.8	59.5	43.7
2011 (%)	5.1	1.9	2.3	10.0	22.9	1.2	1.2	17.4	43.0	47.9	55.0	43.4	3.8	14.9	20.9	7.9	8.7	0.3	48.7	13.1	63.3	34.6	25.4	75.8	59.5	43.7
2016 (%)	5.1	1.9	2.3	10.0	22.9	1.2	1.2	17.4	43.0	47.9	55.0	43.4	3.8	14.9	20.9	7.9	8.7	0.3	48.7	13.1	63.3	34.6	25.4	75.8	59.5	43.7
2021 (%)	5.1	1.9	2.3	10.0	22.9	1.2	1.2	17.4	43.0	47.9	55.0	43.4	3.8	14.9	20.9	7.9	8.7	0.3	48.7	13.1	63.3	34.6	25.4	75.8	59.5	43.7
2026 (%)	5.1	1.9	2.3	10.0	22.9	1.2	1.2	17.4	43.0	47.9	55.0	43.4	3.8	14.9	20.9	7.9	8.7	0.3	48.7	13.1	63.3	34.6	25.4	75.8	59.5	43.7

TABLE 24A
BRIERLEY HILL STRATEGIC CENTRE
COMPARISON GOODS SPEND (£) (ZONES 1-26)

Catchment Zone	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
2009 (£000)	7,323	4,972	3,912	18,661	19,855	1,037	892	26,086	31,606	39,074	19,838	22,083	1,690	19,227	14,177	3,941	5,364	495	36,104	23,011	43,942	30,014	22,466	77,851	49,683	10,631
2011 (£000)	7,585	5,151	4,053	19,331	20,567	1,074	924	27,021	32,739	40,475	20,550	22,875	1,751	19,917	14,686	4,082	5,556	512	37,398	23,836	45,517	31,090	23,271	80,642	51,464	11,013
2016 (£000)	8,403	5,495	4,466	21,801	22,723	1,188	1,016	28,419	36,322	44,194	23,240	25,715	1,944	20,774	16,884	4,688	6,235	583	41,392	26,662	49,990	33,720	26,793	93,847	55,526	12,159
2021 (£000)	10,853	7,098	5,768	28,158	29,349	1,534	1,313	36,706	46,914	57,081	30,016	33,213	2,511	26,831	21,807	6,055	8,053	753	53,461	34,437	64,567	43,552	34,606	121,213	71,718	15,704
2026 (£000)	13,918	9,104	7,398	36,068	37,637	1,957	1,697	46,492	60,566	73,940	38,609	42,724	3,228	34,502	28,041	7,784	10,354	971	69,257	43,621	83,638	56,335	44,514	157,058	92,862	19,955

TABLE 24B
BRIERLEY HILL STRATEGIC CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 27-54)

Catchment Zone	27	28	29	30	31	32	33	35	36	37	38	40	42	43	44	45	46	47	48	49	50	51	52	53	54
2009 (%)	56.2	57.3	1.4	0.9	0.3	4.2	1.2	1.6	0.5	1.3	1.1	2.0	2.3	1.2	1.3	3.1	1.7	12.9	0.5	3.6	3.7	4.5	20.9	1.7	1.1
2011 (%)	56.2	57.3	1.4	0.9	0.3	4.2	1.2	1.6	0.5	1.3	1.1	2.0	2.3	1.2	1.3	3.1	1.7	12.9	0.5	3.6	3.7	4.5	20.9	1.7	1.1
2016 (%)	56.2	57.3	1.4	0.9	0.3	4.2	1.2	1.6	0.5	1.3	1.1	2.0	2.3	1.2	1.3	3.1	1.7	12.9	0.5	3.6	3.7	4.5	20.9	1.7	1.1
2021 (%)	56.2	57.3	1.4	0.9	0.3	4.2	1.2	1.6	0.5	1.3	1.1	2.0	2.3	1.2	1.3	3.1	1.7	12.9	0.5	3.6	3.7	4.5	20.9	1.7	1.1
2026 (%)	56.2	57.3	1.4	0.9	0.3	4.2	1.2	1.6	0.5	1.3	1.1	2.0	2.3	1.2	1.3	3.1	1.7	12.9	0.5	3.6	3.7	4.5	20.9	1.7	1.1

TABLE 24C
BRIERLEY HILL STRATEGIC CENTRE
COMPARISON GOODS SPEND (£) (ZONES 27-54)

Catchment Zone	27	28	29	30	31	32	33	35	36	37	38	40	42	43	44	45	46	47	48	49	50	51	52	53	54	TOTAL
2009 (£000)	72,705	49,795	563	443	252	3,989	2,309	1,824	212	655	491	721	652	1,414	1,228	1,905	849	12,883	198	1,146	3,000	3,985	6,870	2,195	810	**705,027**
2011 (£000)	75,311	51,580	583	459	261	4,132	2,391	1,889	220	679	508	746	676	1,464	1,272	1,974	880	13,345	205	1,187	3,107	4,128	7,117	2,273	839	**730,305**
2016 (£000)	82,524	55,294	651	493	299	4,661	2,669	2,167	252	758	588	872	817	1,674	1,409	2,238	1,011	15,916	257	1,405	3,431	4,578	8,060	2,535	958	**809,697**
2021 (£000)	106,588	71,418	841	636	386	6,021	3,447	2,798	325	979	759	1,126	1,056	2,163	1,820	2,891	1,306	20,557	332	1,814	4,432	5,913	10,411	3,274	1,237	**1,045,802**
2026 (£000)	137,994	91,954	1,069	836	507	7,809	4,380	3,675	428	1,279	965	1,478	1,388	2,833	2,384	3,802	1,717	26,908	435	2,386	5,829	7,746	13,268	4,266	1,596	**1,349,162**

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

TABLE 25
DUDLEY TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 1-21)

Catchment Zone	1	2	5	6	8	9	10	11	12	13	14	15	16	17	19	20	21
2009 (%)	0.6	0.3	0.4	0.2	0.2	0.3	1.2	2.4	2.4	0.1	1.6	9.9	1.0	0.9	17.6	0.2	12.8
2011 (%)	0.6	0.3	0.4	0.2	0.2	0.3	1.2	2.4	2.4	0.1	1.6	9.9	1.0	0.9	17.6	0.2	12.8
2016 (%)	0.6	0.3	0.4	0.2	0.2	0.3	1.2	2.4	2.4	0.1	1.6	9.9	1.0	0.9	17.6	0.2	12.8
2021 (%)	0.6	0.3	0.4	0.2	0.2	0.3	1.2	2.4	2.4	0.1	1.6	9.9	1.0	0.9	17.6	0.2	12.8
2026 (%)	0.6	0.3	0.4	0.2	0.2	0.3	1.2	2.4	2.4	0.1	1.6	9.9	1.0	0.9	17.6	0.2	12.8

TABLE 25A
DUDLEY TOWN CENTRE
COMPARISON GOODS SPEND (£) (ZONES 1-21)

Catchment Zone	1	2	5	6	8	9	10	11	12	13	14	15	16	17	19	20	21
2009 (£000)	900	758	375	155	294	240	957	861	1,247	36	2,123	6,728	503	554	13,084	306	8,886
2011 (£000)	933	785	388	161	305	249	992	892	1,291	37	2,199	6,970	521	574	13,553	317	9,205
2016 (£000)	1,033	838	429	178	321	276	1,083	1,009	1,452	41	2,293	8,013	599	644	15,000	355	10,110
2021 (£000)	1,334	1,082	554	230	414	357	1,398	1,303	1,875	54	2,962	10,349	773	831	19,374	458	13,057
2026 (£000)	1,711	1,388	711	293	524	460	1,811	1,677	2,412	69	3,809	13,308	994	1,069	25,098	580	16,914

TABLE 25B
DUDLEY TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 22-52)

Catchment Zone	22	23	24	25	26	27	28	32	36	38	41	42	47	49	50	51	52
2009 (%)	7.4	7.6	1.1	4.2	0.6	0.8	0.5	0.7	0.2	0.3	0.4	1.2	2.7	2.1	0.6	0.9	1.7
2011 (%)	7.4	7.6	1.1	4.2	0.6	0.8	0.5	0.7	0.2	0.3	0.4	1.2	2.7	2.1	0.6	0.9	1.7
2016 (%)	7.4	7.6	1.1	4.2	0.6	0.8	0.5	0.7	0.2	0.3	0.4	1.2	2.7	2.1	0.6	0.9	1.7
2021 (%)	7.4	7.6	1.1	4.2	0.6	0.8	0.5	0.7	0.2	0.3	0.4	1.2	2.7	2.1	0.6	0.9	1.7
2026 (%)	7.4	7.6	1.1	4.2	0.6	0.8	0.5	0.7	0.2	0.3	0.4	1.2	2.7	2.1	0.6	0.9	1.7

TABLE 25C
DUDLEY TOWN CENTRE
COMPARISON GOODS SPEND (£) (ZONES 22-52)

Catchment Zone	22	23	24	25	26	27	28	32	36	38	41	42	47	49	50	51	52	TOTAL
2009 (£000)	6,462	6,691	1,152	3,490	141	1,090	431	647	69	138	352	329	2,735	667	520	752	547	**64,221**
2011 (£000)	6,694	6,931	1,193	3,615	146	1,129	446	670	71	143	365	341	2,833	691	539	779	566	**66,523**
2016 (£000)	7,260	7,980	1,389	3,901	162	1,237	478	756	82	165	413	412	3,379	818	595	864	642	**74,202**
2021 (£000)	9,377	10,306	1,793	5,038	209	1,598	618	976	105	214	533	532	4,364	1,057	769	1,116	829	**95,839**
2026 (£000)	12,129	13,257	2,324	6,523	265	2,069	795	1,266	139	271	700	700	5,712	1,390	1,011	1,461	1,056	**123,897**

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

TABLE 26
STOURBRIDGE TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	1	11	15	19	20	21	22	23	24	25	26	27	28	42	52
2009 (%)	0.2	1.0	0.4	0.4	0.2	0.2	1.7	0.2	2.7	2.7	12.7	15.7	8.8	0.4	1.4
2011 (%)	0.2	1.0	0.4	0.4	0.2	0.2	1.7	0.2	2.7	2.7	12.7	15.7	8.8	0.4	1.4
2016 (%)	0.2	1.0	0.4	0.4	0.2	0.2	1.7	0.2	2.7	2.7	12.7	15.7	8.8	0.4	1.4
2021 (%)	0.2	1.0	0.4	0.4	0.2	0.2	1.7	0.2	2.7	2.7	12.7	15.7	8.8	0.4	1.4
2026 (%)	0.2	1.0	0.4	0.4	0.2	0.2	1.7	0.2	2.7	2.7	12.7	15.7	8.8	0.4	1.4

TABLE 26A
STOURBRIDGE TOWN CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	1	11	15	19	20	21	22	23	24	25	26	27	28	42	52	TOTAL
2009 (£000)	252	367	283	298	398	147	1,501	155	2,806	2,296	3,094	20,320	7,648	126	448	**40,139**
2011 (£000)	261	381	293	309	413	152	1,554	161	2,906	2,379	3,205	21,048	7,922	131	464	**41,578**
2016 (£000)	289	430	337	342	462	167	1,686	185	3,382	2,566	3,539	23,064	8,492	158	526	**45,625**
2021 (£000)	373	556	435	441	596	216	2,178	239	4,369	3,315	4,571	29,789	10,969	205	679	**58,929**
2026 (£000)	479	715	559	572	755	280	2,817	308	5,661	4,292	5,808	38,567	14,123	269	865	**76,067**

TABLE 27
HALESOWEN TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	1	3	4	5	9	10	11	12	13	14	15	16	21	23	24	27	28	38
2009 (%)	0.4	0.6	1.9	2.7	9.1	18.8	3.3	1.6	0.1	1.1	0.8	0.1	0.3	0.4	0.1	0.7	0.2	0.1
2011 (%)	0.4	0.6	1.9	2.7	9.1	18.8	3.3	1.6	0.1	1.1	0.8	0.1	0.3	0.4	0.1	0.7	0.2	0.1
2016 (%)	0.4	0.6	1.9	2.7	9.1	18.8	3.3	1.6	0.1	1.1	0.8	0.1	0.3	0.4	0.1	0.7	0.2	0.1
2021 (%)	0.4	0.6	1.9	2.7	9.1	18.8	3.3	1.6	0.1	1.1	0.8	0.1	0.3	0.4	0.1	0.7	0.2	0.1
2026 (%)	0.4	0.6	1.9	2.7	9.1	18.8	3.3	1.6	0.1	1.1	0.8	0.1	0.3	0.4	0.1	0.7	0.2	0.1

TABLE 27A
HALESOWEN TOWN CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	1	3	4	5	9	10	11	12	13	14	15	16	21	23	24	27	28	38	TOTAL
2009 (£000)	649	996	3,580	2,349	6,707	15,290	1,198	798	36	1,425	542	43	192	355	72	856	214	30	**35,333**
2011 (£000)	672	1,032	3,709	2,433	6,948	15,838	1,241	827	37	1,476	561	45	199	368	74	887	221	31	**36,600**
2016 (£000)	744	1,137	4,183	2,688	7,708	17,294	1,403	929	41	1,540	645	51	218	424	87	972	237	36	**40,339**
2021 (£000)	961	1,468	5,402	3,472	9,956	22,336	1,813	1,200	54	1,989	833	66	282	547	112	1,255	306	47	**52,101**
2026 (£000)	1,233	1,883	6,920	4,453	12,853	28,933	2,332	1,544	69	2,557	1,072	85	365	704	145	1,625	394	59	**67,227**

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

TABLE 28
KINGSWINFORD TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	4	6	19	22	24	25	26	27	51	52
2009 (%)	0.2	0.8	0.7	0.8	0.2	6.5	1.5	0.1	0.2	1.3
2011 (%)	0.2	0.8	0.7	0.8	0.2	6.5	1.5	0.1	0.2	1.3
2016 (%)	0.2	0.8	0.7	0.8	0.2	6.5	1.5	0.1	0.2	1.3
2021 (%)	0.2	0.8	0.7	0.8	0.2	6.5	1.5	0.1	0.2	1.3
2026 (%)	0.2	0.8	0.7	0.8	0.2	6.5	1.5	0.1	0.2	1.3

TABLE 28A
KINGSWINFORD TOWN CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	4	6	19	22	24	25	26	27	51	52	TOTAL
2009 (£000)	414	728	515	692	216	5,458	362	167	186	424	9,162
2011 (£000)	429	754	534	717	223	5,654	375	173	193	440	9,491
2016 (£000)	484	834	591	777	260	6,100	414	190	214	498	10,361
2021 (£000)	625	1,077	763	1,004	336	7,878	534	245	276	643	13,382
2026 (£000)	800	1,374	989	1,299	435	10,201	679	317	361	820	17,276

TABLE 29
LYE TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	9	11	26	28
2009 (%)	0.2	0.1	0.2	0.3
2011 (%)	0.2	0.1	0.2	0.3
2016 (%)	0.2	0.1	0.2	0.3
2021 (%)	0.2	0.1	0.2	0.3
2026 (%)	0.2	0.1	0.2	0.3

TABLE 29A
LYE TOWN CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	9	11	26	28	TOTAL
2009 (£000)	138	33	40	294	506
2011 (£000)	143	34	41	305	524
2016 (£000)	159	39	45	327	570
2021 (£000)	206	50	59	422	737
2026 (£000)	265	64	75	544	948

DUDLEY

TABLE 30
SEDGLEY TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	3	14	19	22	23	28	47	49	51	52
2009 (%)	0.1	0.2	2.5	10.4	0.2	0.1	3.7	0.7	0.6	0.2
2011 (%)	0.1	0.2	2.5	10.4	0.2	0.1	3.7	0.7	0.6	0.2
2016 (%)	0.1	0.2	2.5	10.4	0.2	0.1	3.7	0.7	0.6	0.2
2021 (%)	0.1	0.2	2.5	10.4	0.2	0.1	3.7	0.7	0.6	0.2
2026 (%)	0.1	0.2	2.5	10.4	0.2	0.1	3.7	0.7	0.6	0.2

TABLE 30A
SEDGLEY TOWN CENTRE
COMPARISON GOODS SPEND (£)

Catchment Zone	3	14	19	22	23	28	47	49	51	52	TOTAL
2009 (£000)	120	227	1,859	9,050	144	61	3,679	224	495	62	15,920
2011 (£000)	124	235	1,926	9,375	149	63	3,811	232	513	64	16,491
2016 (£000)	137	245	2,131	10,168	172	68	4,545	274	569	72	18,381
2021 (£000)	176	317	2,753	13,133	222	87	5,871	354	734	94	23,740
2026 (£000)	226	407	3,566	16,987	286	112	7,684	466	962	119	30,816

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

TABLE 31
DUDLEY: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS MARKET SHARE (%) (ZONES 1- 17)

Catchment Zone	1	2	3	4	5	6	9	10	11	12	13	14	15	16	17
2009 (%)	1.7	0.2	0.3	1.6	4.0	0.1	5.4	4.6	4.9	4.2	0.7	3.2	1.0	0.1	0.2
2011 (%)	1.7	0.2	0.3	1.6	4.0	0.1	5.4	4.6	4.9	4.2	0.7	3.2	1.0	0.1	0.2
2016 (%)	1.7	0.2	0.3	1.6	4.0	0.1	5.4	4.6	4.9	4.2	0.7	3.2	1.0	0.1	0.2
2021 (%)	1.7	0.2	0.3	1.6	4.0	0.1	5.4	4.6	4.9	4.2	0.7	3.2	1.0	0.1	0.2
2026 (%)	1.7	0.2	0.3	1.6	4.0	0.1	5.4	4.6	4.9	4.2	0.7	3.2	1.0	0.1	0.2

TABLE 31A
DUDLEY: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS SPEND (£) (ZONES 1- 17)

Catchment Zone	1	2	3	4	5	6	9	10	11	12	13	14	15	16	17
2009 (£000)	2,468	491	580	3,030	3,492	67	3,981	3,734	1,754	2,131	333	4,155	685	43	93
2011 (£000)	2,557	509	601	3,138	3,617	70	4,124	3,868	1,817	2,207	345	4,304	710	45	97
2016 (£000)	2,832	543	662	3,539	3,997	77	4,576	4,224	2,055	2,482	383	4,489	816	51	108
2021 (£000)	3,658	701	855	4,571	5,162	99	5,910	5,455	2,654	3,205	495	5,798	1,054	66	140
2026 (£000)	4,691	899	1,096	5,855	6,620	127	7,629	7,066	3,414	4,123	636	7,455	1,355	85	180

TABLE 31B
DUDLEY: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS MARKET SHARE (%) (ZONES 19- 52)

Catchment Zone	19	21	22	23	24	25	26	27	28	38	39	40	47	52
2009 (%)	1.2	3.3	0.2	0.6	3.7	0.9	1.5	2.6	3.0	0.2	0.1	0.0	0.2	0.2
2011 (%)	1.2	3.3	0.2	0.6	3.7	0.9	1.5	2.6	3.0	0.2	0.1	0.0	0.2	0.2
2016 (%)	1.2	3.3	0.2	0.6	3.7	0.9	1.5	2.6	3.0	0.2	0.1	0.0	0.2	0.2
2021 (%)	1.2	3.3	0.2	0.6	3.7	0.9	1.5	2.6	3.0	0.2	0.1	0.0	0.2	0.2
2026 (%)	1.2	3.3	0.2	0.6	3.7	0.9	1.5	2.6	3.0	0.2	0.1	0.0	0.2	0.2

TABLE 31C
DUDLEY: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS SPEND (£) (ZONES 19- 52)

Catchment Zone	19	21	22	23	24	25	26	27	28	38	39	40	47	52	TOTAL
2009 (£000)	919	2,312	131	545	3,844	712	354	3,393	2,613	101	47	0	163	72	**42,245**
2011 (£000)	952	2,395	136	565	3,982	738	366	3,515	2,706	104	49	0	169	75	**43,760**
2016 (£000)	1,054	2,630	147	650	4,634	796	404	3,852	2,901	121	56	0	202	85	**48,365**
2021 (£000)	1,361	3,397	190	840	5,985	1,028	522	4,975	3,747	156	72	0	261	110	**62,468**
2026 (£000)	1,764	4,400	246	1,080	7,755	1,331	664	6,440	4,825	198	91	0	341	140	**80,509**

BLACK COUNTRY
CENTRES STUDY 2009

TABLE 32
BLACK COUNTRY CENTRES: TOTAL COMPARISON GOODS SPEND (£)

																GVA STUDY (AUGUST 2005) (2007 prices)			GVA STUDY (AUGUST 2005) (2002 prices)		
	2009 (£000)	INFLOW (£000)	TOTAL (£000)	2011 (£000)	INFLOW (£000)	TOTAL (£000)	2016 (£000)	INFLOW (£000)	TOTAL (£000)	2021 (£000)	INFLOW (£000)	TOTAL (£000)	2026 (£000)	INFLOW (£000)	TOTAL (£000)	2004 (£000)	INFLOW (£000)	TOTAL (£000)	2004 (£000)	INFLOW (£000)	TOTAL (£000)
WOLVERHAMPTON																					
WOLVERHAMPTON	552,211	48,018	600,229	572,010	49,740	621,750	646,964	56,258	703,222	835,617	72,662	908,279	1,090,490	94,825	1,185,316	445,878	35,667	481,545	495,420	39,630	535,060
BILSTON	37,654	0	37,654	39,004	0	39,004	45,172	0	45,172	58,344	0	58,344	76,104	0	76,104	39,780	0	39,780	44,200	0	44,200
WEDNESFIELD	6,250	0	6,250	6,475	0	6,475	7,172	0	7,172	9,264	0	9,264	12,099	0	12,099	11,934	0	11,934	13,260	0	13,260
SUB-TOTAL	596,115	48,018	644,133	617,488	49,740	667,228	699,309	56,258	755,567	903,225	72,662	975,887	1,178,694	94,825	1,273,519	497,592	35,667	533,259	552,880	39,630	592,520
OUT-OF-CENTRE	57,282	0	57,282	59,336	0	59,336	67,187	0	67,187	86,779	0	86,779	113,291	0	113,291	44,505	0	44,505	49,450	0	49,450
TOTAL	**653,397**	**48,018**	**701,415**	**676,824**	**49,740**	**726,564**	**766,496**	**56,258**	**822,754**	**990,004**	**72,662**	**1,062,666**	**1,291,985**	**94,825**	**1,386,810**	**542,097**	**35,667**	**577,764**	**602,330**	**39,630**	**641,970**
WALSALL																					
WALSALL	292,767	15,409	308,176	303,264	15,961	319,225	343,096	18,058	361,153	443,141	23,323	466,464	578,347	30,439	608,787	299,781	14,985	314,766	333,090	16,650	349,740
BLOXWICH	8,069	0	8,069	8,358	0	8,358	9,563	0	9,563	12,352	0	12,352	16,160	0	16,160	6,075	0	6,075	6,750	0	6,750
BROWNHILLS	7,913	0	7,913	8,197	0	8,197	9,454	0	9,454	12,211	0	12,211	15,976	0	15,976	5,751	0	5,751	6,390	0	6,390
ALDRIDGE	12,741	0	12,741	13,198	0	13,198	14,938	0	14,938	19,294	0	19,294	25,268	0	25,268	15,660	0	15,660	17,400	0	17,400
WILLENHALL	9,884	0	9,884	10,239	0	10,239	11,728	0	11,728	15,148	0	15,148	19,902	0	19,902	10,269	0	10,269	11,410	0	11,410
DARLASTON	5,584	0	5,584	5,784	0	5,784	6,639	0	6,639	8,575	0	8,575	11,178	0	11,178	8,541	0	8,541	9,490	0	9,490
SUB-TOTAL	336,959	15,409	352,368	349,040	15,961	365,001	395,418	18,058	413,476	510,721	23,323	534,044	666,831	30,439	697,271	346,077	14,985	361,062	384,530	16,650	401,180
OUT-OF-CENTRE	115,712	0	115,712	119,861	0	119,861	134,979	0	134,979	174,338	0	174,338	227,111	0	227,111	13,518	0	13,518	15,020	0	15,020
TOTAL	**452,671**	**15,409**	**468,080**	**468,901**	**15,961**	**484,863**	**530,397**	**18,058**	**548,455**	**685,059**	**23,323**	**708,383**	**893,942**	**30,439**	**924,382**	**359,595**	**14,985**	**374,580**	**399,550**	**16,650**	**416,200**
SANDWELL																					
WEST BROMWICH	68,787	5,982	74,769	71,254	6,196	77,450	79,277	6,894	86,170	102,394	8,904	111,298	131,776	11,459	143,235	118,116	9,450	127,566	131,240	10,500	141,740
BLACKHEATH	10,700	0	10,700	11,084	0	11,084	12,358	0	12,358	15,962	0	15,962	20,566	0	20,566	15,417	0	15,417	17,130	0	17,130
CRADLEY HEATH	11,504	0	11,504	11,917	0	11,917	13,250	0	13,250	17,114	0	17,114	22,078	0	22,078	6,012	0	6,012	6,680	0	6,680
GREAT BRIDGE	12,124	0	12,124	12,559	0	12,559	14,176	0	14,176	18,310	0	18,310	23,555	0	23,555						
OLDBURY	74,780	0	74,780	77,461	0	77,461	86,042	0	86,042	111,131	0	111,131	142,960	0	142,960	33,624	0	33,624	37,360	0	37,360
WEDNESBURY	43,445	0	43,445	45,003	0	45,003	50,733	0	50,733	64,266	0	64,266	85,137	0	85,137	49,302	0	49,302	54,780	0	54,780
CAPE HILL	6,824	0	6,824	7,069	0	7,069	7,679	0	7,679	9,918	0	9,918	12,744	0	12,744	2,538	0	2,538	2,820	0	2,820
BEARWOOD	32,273	0	32,273	33,430	0	33,430	36,304	0	36,304	46,890	0	46,890	46,890	0	46,890	11,160	0	11,160	12,400	0	12,400
SUB-TOTAL	260,438	5,982	266,420	269,776	6,196	275,972	299,820	6,894	306,713	385,985	8,904	394,889	485,706	11,459	497,165	236,169	9,450	245,619	262,410	10,500	272,910
OUT-OF-CENTRE	69,148	0	69,148	71,627	0	71,627	80,617	0	80,617	104,124	0	104,124	135,373	0	135,373	46,314	0	46,314	51,460	0	51,460
TOTAL	**329,586**	**5,982**	**335,568**	**341,403**	**6,196**	347,599	**380,436**	**6,894**	387,330	**490,109**	**8,904**	**499,013**	**621,079**	**11,459**	**632,538**	**282,483**	**9,450**	**291,933**	**313,870**	**10,500**	**324,370**
DUDLEY																					
MERRY HILL / BRIERLEY HILL	705,027	124,417	829,444	730,305	128,877	859,183	809,697	142,888	952,584	1,045,802	184,553	1,230,355	1,349,162	238,087	1,587,249	558,486	81,117	639,603	620,540	90,130	710,670
DUDLEY	64,221	3,380	67,601	66,523	3,501	70,025	74,202	3,905	78,108	95,839	5,044	100,883	123,897	6,521	130,418	121,644	6,084	127,728	135,160	6,760	141,920
STOURBRIDGE	40,139	0	40,139	41,578	0	41,578	45,625	0	45,625	58,929	0	58,929	76,067	0	76,067	44,217	0	44,217	49,130	0	49,130
HALESOWEN	35,333	0	35,333	36,600	0	36,600	40,339	0	40,339	52,101	0	52,101	67,227	0	67,227	45,234	0	45,234	50,260	0	50,260
KINGSWINFORD	9,162	0	9,162	9,491	0	9,491	10,361	0	10,361	13,382	0	13,382	17,276	0	17,276	10,404	0	10,404	11,560	0	11,560
LYE	506	0	506	524	0	524	570	0	570	737	0	737	948	0	948	828	0	828	920	0	920
SEDGLEY*	5,083	0	5,083	16,491	0	16,491	18,381	0	18,381	23,740	0	0	30,816	0	30,816	8,433	0	8,433	9,370	0	9,370
SUB-TOTAL	859,470	127,797	987,267	901,512	132,379	1,033,891	999,174	146,793	1,145,967	1,290,530	189,597	1,480,128	1,665,393	244,608	1,910,001	789,246	87,201	876,447	876,940	96,890	973,830
OUT-OF-CENTRE	42,245	0	42,245	43,760	0	43,760	48,365	0	48,365	62,468	0	62,468	80,509	0	80,509	26,955	0	26,955	29,950	0	29,950
TOTAL	**901,715**	**127,797**	**1,029,512**	**945,272**	**132,379**	1,077,650	**1,047,539**	**146,793**	1,194,332	**1,352,998**	**189,597**	1,542,595	**1,745,902**	**244,608**	**1,990,510**	**816,201**	**87,201**	**903,402**	**906,890**	**96,890**	**1,003,780**
BLACK COUNTRY TOTAL	**2,337,370**	**197,205**	**2,534,575**	**2,432,400**	**204,276**	**2,636,676**	**2,724,868**	**228,002**	**2,952,871**	**3,518,170**	**294,487**	**3,812,657**	**4,552,908**	**381,332**	**4,917,140**	**2,000,376**	**147,303**	**2,147,679**	**2,222,640**	**163,670**	**2,386,320**

*turnover based on bench-mark sales density of £3,000 per sqm net

BLACK COUNTRY
CENTRES STUDY 2009

TABLE 33

BLACK COUNTRY CENTRES COMPARISON GOODS FLOORSPACE

	Net Floorspace (sqm)
STRATEGIC CENTRES	
Merry Hill* / Brierley Hill	120,611
Wolverhampton	62,203
Walsall	55,008
West Bromwich	23,279
SUB TOTAL	**261,102**
TOWN / LARGE DISTRICT CENTRES	
Bilston	9,689
Wednesfield	2,530
Bloxwich	8,475
Brownhills	6,283
Aldridge	4,545
Willenhall	5,197
Darlaston	2,745
Blackheath	5,205
Cradley Heath	6,090
Great Bridge	10,722
Oldbury	13,328
Wednesbury	7,259
Cape Hill	12,242
Bearwood	8,689
Dudley	24,791
Stourbridge	17,701
Halesowen	12,138
Kingswinford	3,059
Lye	2,118
Sedgley	1,694
SUB TOTAL	**164,497**
BLACK COUNTRY CENTRES TOTAL	**425,599**

Source: Experian Goad/Black Country Councils

*includes Merry Hill shopping centre and retail parks

BLACK COUNTRY
CENTRES STUDY 2009

TABLE 34
RETAIL WAREHOUSE FLOORSPACE

	Net Floorspace (sqm)	Sales Density (£ per sqm)	Turnover (£000s)
WOLVERHAMPTON			
Bentley Bridge Retail Park, Wednesfield			
Argos Extra	938	21,375	20,050
Laura Ashley	537	5,691	3,058
Burton\Dorothy Perkins	4,174	5,046	21,062
Sports World	1,116	2,239	2,498
Boots	746	8,777	6,545
Peacocks	538	2,213	1,190
Au naturale	586	1,922	1,127
Home Bargains	538	2,548	1,370
Hobbycraft	818		
Dreams	561	1,749	981
Sub Total	**10,551**		**57,881**
Bilston Road Retail Park			
Dunelm Mill	2,995	2,548	7,631
Sleepmasters	595	1,749	1,040
Allied Carpets	1,115	1,353	1,508
Sub Total	**4,704**		**10,179**
Mitre Retail Park			
Carpet Right	904	1,341	1,213
Harveys	471	3,256	1,533
Sub Total	**1,375**		**2,746**
The Peel Centre Retail Park			
JJB Sports	2,357	2,239	5,277
Fabric Warehouse/Bensons	676	2,548	1,721
United Carpet Mill	567	1,353	767
Focus	2,304	1,132	2,608
Sub Total	**5,903**		**10,373**
Stand-alone Units			
Wickes, West Street, Wolverhampton	3,041	2,445	7,435
Focus, Lichfield Road, Wednesfield	1,364	1,132	1,544
B&Q, Spring Vale Business Park, Bilston	6,064	1,960	11,885
Sub Total	**10,469**		**20,864**

BLACK COUNTRY
CENTRES STUDY 2009

TABLE 34A

RETAIL WAREHOUSE FLOORSPACE

	Net Floorspace (sqm)	Sales Density (£ per sqm)	Turnover (£000s)
WALSALL			
Broadwalk Retail Park			
Au Naturale	776	1,922	1,492
Carpetright	753	1,341	1,009
Comet	752	7,690	5,780
Halfords	747	2,494	1,863
Pets at Home	595	2,538	1,511
Matalan	2,775	2,213	6,140
Sub Total	**6,397**		**17,795**
Junction 10 Retail Park			
Boundary Milll Stores / Marks & Spencer Outlet	6,094	5,547	33,805
Sub Total	**6,094**		**33,805**
Reedswood Retail Park			
Matalan	3,011	2,213	6,662
Focus	2,267	1,132	2,566
Dreams	574	1,749	1,005
Dunelm Mill	1,672	2,548	4,261
The Carphone Warehouse	156		
Sub Total	**7,680**		**14,494**
Stand-alone Units			
Focus, Coppice Lane, Aldridge	2,731	1,132	3,092
Focus, Ferrie Grove, Brownhills	1,933	1,132	2,188
Comet, Walsall Lane, Willenhall	1,956	7,690	15,041
Sub Total	**6,620**		**20,321**

BLACK COUNTRY
CENTRES STUDY 2009

TABLE 34B
RETAIL WAREHOUSE FLOORSPACE

	Net Floorspace (sqm)	Sales Density (£ per sqm)	Turnover (£000s)
SANDWELL			
Gallagher Retail Park			
B&Q Warehouse	7,607	1,960	14,909
Furniture Village	757	3,256	2,464
Next	1,859	5,691	10,581
ScS	757	2,074	1,570
Currys	4,483	6,754	30,278
PC World	2,267	7,146	16,198
Ikea, Wednesbury Park Lane*	13,749	3,693	50,776
Sub Total	**31,478**		**126,775**

*Located in Walsall Borough

BLACK COUNTRY
CENTRES STUDY 2009

TABLE 34C
RETAIL WAREHOUSE FLOORSPACE

	Net Floorspace (sqm)	Sales Density (£ per sqm)	Turnover (£000s)
DUDLEY			
Oak Retail Park			
Fabric Warehouse	748	2,548	1,905
Wickes	1,933	2,445	4,725
Sub Total	**2,680**		**6,630**
Port West			
Dreams	569	1,749	995
Bathstore.com	329	1,599	527
Floors-2-Go	232	1,353	314
Sub Total	**1,130**		**1,836**
Towngate Retail Park			
Wickes	2,229	2,445	5,449
Dixons Warehouse	903	12,847	11,595
Sub Total	**3,131**		**17,044**
Stand-alone Units			
B&Q unit, Mucklow Lane, Halesowen	6,867	1,960	13,460
Wickes, Prospect Road, Halesowen	2,378	2,445	5,815
Comet, Dudley Road, Halesowen	718	7,690	5,524
Focus, Dudley Road, Kingswinford	1,734	1,132	1,963
B&Q, New Road, Stourbridge	1,744	1,960	3,418
Sub Total	**13,442**		**30,180**
BLACK COUNTRY TOTAL OUT OF CENTRE	**111,656**		**370,922**

Source: Trevor Wood Database

BLACK COUNTRY
CENTRES STUDY 2009

WOLVERHAMPTON

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 35
FUTURE SHOP FLOORSPACE CAPACITY: WOLVERHAMPTON STRATEGIC CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure (£000)	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area (%)	11.3	11.3	11.3	11.3	11.3
Survey Area Residents Spending (£000)	540,303	559,675	623,892	805,817	1,040,134
Inflow from beyond survey area (£000)	48,018	49,740	56,258	72,662	94,825
Total Strategic Centre Comparison Turnover (£000)	588,321	609,415	680,150	878,479	1,134,959
Existing Shop Floorspace (sqm net)	62,203	62,203	62,203	62,203	62,203
Sales per sqm net (£)	8,759	8,935	9,391	10,625	12,021
Sales from Existing Floorspace (£000)	544,824	555,775	584,125	660,884	747,729
Residual Spending to Support new shops (£000)	43,497	53,640	96,025	217,595	387,230
Sales per sqm net in new shops (£)	5,000	5,101	5,361	6,065	6,862
Capacity for new floorspace (sqm net)	8,699	10,517	17,913	35,877	56,430

TABLE 35A
FUTURE SHOP FLOORSPACE CAPACITY: WOLVERHAMPTON NON STRATEGIC CENTRES

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure (£000)	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area (%)	0.9	0.9	0.9	0.9	1.0
Survey Area Residents Spending (£000)	43,904	45,478	52,345	67,608	88,203
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnove (£000)	43,904	45,478	52,345	67,608	88,203
Existing Shop Floorspace (sqm net)	12,219	12,219	12,219	12,219	12,219
Sales per sqm net (£)	3,593	3,665	3,852	4,359	4,931
Sales from Existing Floorspace (£000)	43,904	44,786	47,071	53,257	60,255
Residual Spending to Support new shops (£000)	0	692	5,274	14,352	27,949
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	226	1,640	3,944	6,788

TABLE 35B
FUTURE SHOP FLOORSPACE CAPACITY: WOLVERHAMPTON OTHER RETAIL PROVISION

	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure (£000)	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area (%)	1.2	1.2	1.2	1.2	1.2
Survey Area Residents Spending (£000)	57,282	59,336	67,187	86,779	113,291
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Other Comparison Turnover (£000)	57,282	59,336	67,187	86,779	113,291
Existing Shop Floorspace (sqm net)	33,002	33,002	33,002	33,002	33,002
Sales per sqm net (£)	2,500	2,500	2,500	2,500	2,500
Sales from Existing Floorspace (£000)	82,505	82,505	82,505	82,505	82,505
Residual Spending to Support new shops (£000)	0	-23,169	-15,318	4,274	30,787
Sales per sqm net in new shops (£)	2,500	2,500	2,500	2,500	2,500
Capacity for new floorspace (sqm net)	0	-9,267	-6,127	1,710	12,315

BLACK COUNTRY CENTRES STUDY 2009

WALSALL

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 36

FUTURE SHOP FLOORSPACE CAPACITY: WALSALL STRATEGIC CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	7.6	7.6	7.6	7.6	7.6
Survey Area Residents Spending	363,266	376,291	419,467	541,782	699,322
Inflow from beyond survey area (£000)	15,409	15,961	18,058	23,323	30,439
Total Strategic Centre Comparison Turnover (£000)	378,675	392,252	437,524	565,105	729,762
Existing Shop Floorspace (sqm net)	55,008	55,008	55,008	55,008	55,008
Sales per sqm net £	6,474	6,604	6,941	7,853	8,885
Sales from Existing Floorspace (£000)	356,129	363,287	381,818	431,992	488,760
Residual Spending to Support new shops (£000)	22,546	28,965	55,706	133,113	241,002
Sales per sqm net in new shops (£)	5,000	5,101	5,361	6,065	6,862
Capacity for new floorspace (sqm net)	4,509	5,679	10,392	21,947	35,121

TABLE 36A

FUTURE SHOP FLOORSPACE CAPACITY: WALSALL NON STRATEGIC CENTRES

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.9	0.9	0.9	0.9	1.0
Survey Area Residents Spending	44,192	45,776	52,323	67,580	88,484
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnove (£000)	44,192	45,776	52,323	67,580	88,484
Existing Shop Floorspace (sqm net)	27,245	27,245	27,245	27,245	27,245
Sales per sqm net £	1,622	1,655	1,739	1,968	2,226
Sales from Existing Floorspace (£000)	44,192	45,080	47,379	53,605	60,650
Residual Spending to Support new shops (£000)	0	696	4,943	13,974	27,834
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	227	1,537	3,840	6,760

TABLE 36B

FUTURE SHOP FLOORSPACE CAPACITY: WALSALL OTHER RETAIL PROVISION

COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	2.4	2.4	2.4	2.4	2.5
Survey Area Residents Spending	115,712	119,861	134,979	174,338	227,111
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Other Comparison Turnover (£000)	115,712	119,861	134,979	174,338	227,111
Existing Shop Floorspace (sqm net)	42,531	42,531	42,531	42,531	42,531
Sales per sqm net £	2,500	2,500	2,500	2,500	2,500
Sales from Existing Floorspace (£000)	106,327	106,327	106,327	106,327	106,327
Residual Spending to Support new shops (£000)	0	13,534	28,652	68,011	120,783
Sales per sqm net in new shops (£)	2,500	2,500	2,500	2,500	2,500
Capacity for new floorspace (sqm net)	0	5,413	11,461	27,204	48,313

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 37

FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL - WEST BROMWICH STRATEGIC CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	3.0	3.0	3.0	3.0	3.0
Survey Area Residents Spending	143,130	148,261	165,273	213,466	275,538
Inflow from beyond survey area (£000)	5,982	6,196	6,894	8,904	11,459
Total Strategic Centre Comparison Turnover (£000)	149,111	154,457	172,167	222,370	286,997
Existing Shop Floorspace (sqm net)	23,279	23,279	23,279	23,279	23,279
Sales per sqm net £	6,200	6,325	6,647	7,521	8,509
Sales from Existing Floorspace (£000)	144,329	147,230	154,740	175,075	198,081
Residual Spending to Support new shops (£000)	4,782	7,227	17,426	47,295	88,916
Sales per sqm net in new shops (£)	5,000	5,101	5,361	6,065	6,862
Capacity for new floorspace (sqm net)	956	1,417	3,251	7,798	12,958

TABLE 37A

FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL NON STRATEGIC CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	4.0	4.0	4.0	4.0	3.8
Survey Area Residents Spending	191,651	198,522	220,543	283,591	353,930
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnove (£000)	191,651	198,522	220,543	283,591	353,930
Existing Shop Floorspace (sqm net)	63,533	63,533	63,533	63,533	63,533
Sales per sqm net £	3,017	3,077	3,234	3,659	4,140
Sales from Existing Floorspace (£000)	191,651	195,503	205,476	232,477	263,026
Residual Spending to Support new shops (£000)	0	3,019	15,067	51,114	90,904
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	987	4,684	14,046	22,079

TABLE 37B

FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL OTHER RETAIL PROVISION

COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	1.4	1.4	1.5	1.5	1.5
Survey Area Residents Spending	69,148	71,627	80,617	104,124	135,373
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Other Comparison Turnover (£000)	69,148	71,627	80,617	104,124	135,373
Existing Shop Floorspace (sqm net)	15,739	15,739	15,739	15,739	15,739
Sales per sqm net £	2,500	2,500	2,500	2,500	2,500
Sales from Existing Floorspace (£000)	39,348	39,348	39,348	39,348	39,348
Residual Spending to Support new shops (£000)	0	32,280	41,269	64,776	96,025
Sales per sqm net in new shops (£)	2,500	2,500	2,500	2,500	2,500
Capacity for new floorspace (sqm net)	0	12,912	16,508	25,911	38,410

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 38
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY - BRIERLEY HILL STRATEGIC CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	14.2	14.2	14.2	14.2	14.2
Survey Area Residents Spending	676,758	701,022	781,458	1,009,329	1,302,823
Inflow from beyond survey area (£000)	124,417	128,877	142,888	184,553	238,087
Total Strategic Centre Comparison Turnover (£000)	801,174	829,900	924,346	1,193,882	1,540,911
Existing Shop Floorspace (sqm net)	120,611	120,611	120,611	120,611	120,611
Sales per sqm net £	6,000	6,120	6,433	7,278	8,234
Sales from Existing Floorspace (£000)	723,652	738,197	775,853	877,806	993,157
Residual Spending to Support new shops (£000)	77,522	91,702	148,493	316,075	547,753
Sales per sqm net in new shops (£) Based on large store format	5,000	5,101	5,361	6,065	6,862
Capacity for new floorspace (sqm net)	15,504	17,979	27,700	52,114	79,823

TABLE 38A
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY NON STRATEGIC CENTRES

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	3.2	3.5	3.4	3.4	3.4
Survey Area Residents Spending	154,443	171,207	189,478	244,729	316,231
Inflow from beyond survey area (£000)	3,380	3,501	3,905	5,044	6,521
Total Non-Strategic Centre Comparison Turnove (£000)	157,823	174,708	193,383	249,773	322,752
Existing Shop Floorspace (sqm net)	61,501	61,501	61,501	61,501	61,501
Sales per sqm net £	2,566	2,618	2,751	3,113	3,522
Sales from Existing Floorspace (£000)	157,823	160,996	169,208	191,443	216,600
Residual Spending to Support new shops (£000)	0	13,712	24,175	58,330	106,151
Sales per sqm net in new shops (£) Based on large store format	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	4,481	7,516	16,029	25,782

TABLE 38B
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY OTHER RETAIL PROVISION

COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.9	0.9	0.9	0.9	0.9
Survey Area Residents Spending	42,245	43,760	48,365	62,468	80,509
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Other Comparison Turnover (£000)	42,245	43,760	48,365	62,468	80,509
Existing Shop Floorspace (sqm net)	20,384	20,384	20,384	20,384	20,384
Sales per sqm net £	2,500	2,500	2,500	2,500	2,500
Sales from Existing Floorspace (£000)	50,960	50,960	50,960	50,960	50,960
Residual Spending to Support new shops (£000)	0	-7,200	-2,595	11,507	29,549
Sales per sqm net in new shops (£) Based on large store format	2,500	2,500	2,500	2,500	2,500
Capacity for new floorspace (sqm net)	0	-2,880	-1,038	4,603	11,820

BLACK COUNTRY
CENTRES STUDY 2009

WOLVERHAMPTON

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 39
FUTURE SHOP FLOORSPACE CAPACITY: BILSTON DISTRICT CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure (£000)	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area (%)	0.8	0.8	0.8	0.8	0.8
Survey Area Residents Spending (£000)	37,654	39,004	45,172	58,344	76,104
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	37,654	39,004	45,172	58,344	76,104
Existing Shop Floorspace (sqm net)	9,689	9,689	9,689	9,689	9,689
Sales per sqm net (£)	3,886	3,964	4,167	4,714	5,334
Sales from Existing Floorspace (£000)	37,654	38,410	40,370	45,675	51,677
Residual Spending to Support new shops (£000)	0	593	4,802	12,670	24,428
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	194	1,493	3,482	5,933

TABLE 40
FUTURE SHOP FLOORSPACE CAPACITY: WEDNESFIELD DISTRICT CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure (£000)	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area (%)	0.1	0.1	0.1	0.1	0.1
Survey Area Residents Spending (£000)	6,250	6,475	7,172	9,264	12,099
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	6,250	6,475	7,172	9,264	12,099
Existing Shop Floorspace (sqm net)	2,530	2,530	2,530	2,530	2,530
Sales per sqm net (£)	2,471	2,521	2,649	2,997	3,391
Sales from Existing Floorspace (£000)	6,250	6,376	6,701	7,582	8,578
Residual Spending to Support new shops (£000)	0	98	471	1,682	3,521
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	32	146	462	855

WALSALL

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 41

FUTURE SHOP FLOORSPACE CAPACITY: BLOXWICH TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure (£000)	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area (%)	0.2	0.2	0.2	0.2	0.2
Survey Area Residents Spending (£000)	8,069	8,358	9,563	12,352	16,160
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	8,069	8,358	9,563	12,352	16,160
Existing Shop Floorspace (sqm net)	8,475	8,475	8,475	8,475	8,475
Sales per sqm net (£)	952	971	1,021	1,155	1,307
Sales from Existing Floorspace (£000)	8,069	8,231	8,651	9,788	11,074
Residual Spending to Support new shops (£000)	0	127	912	2,564	5,086
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	42	284	705	1,235

TABLE 42

FUTURE SHOP FLOORSPACE CAPACITY: BROWNHILLS TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.2	0.2	0.2	0.2	0.2
Survey Area Residents Spending	7,913	8,197	9,454	12,211	15,976
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	7,913	8,197	9,454	12,211	15,976
Existing Shop Floorspace (sqm net)	6,283	6,283	6,283	6,283	6,283
Sales per sqm net £	1,260	1,285	1,350	1,528	1,729
Sales from Existing Floorspace (£000)	7,913	8,072	8,484	9,599	10,860
Residual Spending to Support new shops (£000)	0	125	970	2,612	5,115
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	41	302	718	1,242

TABLE 43

FUTURE SHOP FLOORSPACE CAPACITY: ALDRIDGE TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.3	0.3	0.3	0.3	0.3
Survey Area Residents Spending	12,741	13,198	14,938	19,294	25,268
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	12,741	13,198	14,938	19,294	25,268
Existing Shop Floorspace (sqm net)	4,545	4,545	4,545	4,545	4,545
Sales per sqm net £	2,803	2,860	3,005	3,400	3,847
Sales from Existing Floorspace (£000)	12,741	12,997	13,660	15,456	17,487
Residual Spending to Support new shops (£000)	0	201	1,278	3,838	7,781
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	66	397	1,055	1,890

BLACK COUNTRY
CENTRES STUDY 2009

WALSALL

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 44

FUTURE SHOP FLOORSPACE CAPACITY: WILLENHALL TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.2	0.2	0.2	0.2	0.2
Survey Area Residents Spending	9,884	10,239	11,728	15,148	19,902
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	9,884	10,239	11,728	15,148	19,902
Existing Shop Floorspace (sqm net)	5,197	5,197	5,197	5,197	5,197
Sales per sqm net £	1,902	1,940	2,039	2,307	2,610
Sales from Existing Floorspace (£000)	9,884	10,083	10,597	11,990	13,566
Residual Spending to Support new shops (£000)	0	156	1,131	3,158	6,336
Sales per sqm net in new shops (£) Based on large store format	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	51	352	868	1,539

TABLE 45

FUTURE SHOP FLOORSPACE CAPACITY: DARLASTON TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.1	0.1	0.1	0.1	0.1
Survey Area Residents Spending	5,584	5,784	6,639	8,575	11,178
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	5,584	5,784	6,639	8,575	11,178
Existing Shop Floorspace (sqm net)	2,745	2,745	2,745	2,745	2,745
Sales per sqm net £	2,034	2,075	2,181	2,467	2,791
Sales from Existing Floorspace (£000)	5,584	5,696	5,986	6,773	7,663
Residual Spending to Support new shops (£000)	0	88	653	1,802	3,515
Sales per sqm net in new shops (£) Based on large store format	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	29	203	495	854

SANDWELL

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 46

FUTURE SHOP FLOORSPACE CAPACITY: BLACKHEATH TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.2	0.2	0.2	0.2	0.2
Survey Area Residents Spending	10,700	11,084	12,358	15,962	20,566
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	10,700	11,084	12,358	15,962	20,566
Existing Shop Floorspace (sqm net)	5,205	5,205	5,205	5,205	5,205
Sales per sqm net £	2,056	2,097	2,204	2,494	2,822
Sales from Existing Floorspace (£000)	10,700	10,915	11,472	12,979	14,685
Residual Spending to Support new shops (£000)	0	169	887	2,983	5,881
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	55	276	820	1,428

TABLE 47

FUTURE SHOP FLOORSPACE CAPACITY: CRADLEY HEATH TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.2	0.2	0.2	0.2	0.2
Survey Area Residents Spending	11,504	11,917	13,250	17,114	22,078
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	11,504	11,917	13,250	17,114	22,078
Existing Shop Floorspace (sqm net)	6,090	6,090	6,090	6,090	6,090
Sales per sqm net £	1,889	1,927	2,025	2,292	2,593
Sales from Existing Floorspace (£000)	11,504	11,735	12,334	13,955	15,789
Residual Spending to Support new shops (£000)	0	181	916	3,159	6,289
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	59	285	868	1,527

TABLE 48

FUTURE SHOP FLOORSPACE CAPACITY: GREAT BRIDGE TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.3	0.3	0.3	0.3	0.3
Survey Area Residents Spending	12,124	12,559	14,176	18,310	23,555
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	12,124	12,559	14,176	18,310	23,555
Existing Shop Floorspace (sqm net)	10,722	10,722	10,722	10,722	10,722
Sales per sqm net £	1,131	1,154	1,212	1,372	1,552
Sales from Existing Floorspace (£000)	12,124	12,368	12,999	14,707	16,640
Residual Spending to Support new shops (£000)	0	191	1,177	3,603	6,916
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	62	366	990	1,680

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 49

FUTURE SHOP FLOORSPACE CAPACITY: OLDBURY TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	1.6	1.6	1.6	1.6	1.6
Survey Area Residents Spending	74,780	77,461	86,042	111,131	142,960
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	74,780	77,461	86,042	111,131	142,960
Existing Shop Floorspace (sqm net)	13,328	13,328	13,328	13,328	13,328
Sales per sqm net £	5,611	5,724	6,016	6,806	7,700
Sales from Existing Floorspace (£000)	74,780	76,283	80,174	90,710	102,630
Residual Spending to Support new shops (£000)	0	1,178	5,868	20,422	40,330
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	385	1,824	5,612	9,795

TABLE 50

FUTURE SHOP FLOORSPACE CAPACITY: WEDNESBURY TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.9	0.9	0.9	0.9	0.9
Survey Area Residents Spending	43,445	45,003	50,733	64,266	85,137
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	43,445	45,003	50,733	64,266	85,137
Existing Shop Floorspace (sqm net)	7,259	7,259	7,259	7,259	7,259
Sales per sqm net £	5,985	6,106	6,417	7,260	8,214
Sales from Existing Floorspace (£000)	43,445	44,318	46,579	52,700	59,625
Residual Spending to Support new shops (£000)	0	684	4,154	11,566	25,513
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	224	1,292	3,178	6,196

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 51
FUTURE SHOP FLOORSPACE CAPACITY: CAPE HILL TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.1	0.1	0.1	0.1	0.1
Survey Area Residents Spending	6,824	7,069	7,679	9,918	12,744
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	6,824	7,069	7,679	9,918	12,744
Existing Shop Floorspace (sqm net)	12,242	12,242	12,242	12,242	12,242
Sales per sqm net £	557	569	598	676	765
Sales from Existing Floorspace (£000)	6,824	6,961	7,316	8,278	9,366
Residual Spending to Support new shops (£000)	0	108	362	1,640	3,378
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	35	113	451	820

TABLE 52
FUTURE SHOP FLOORSPACE CAPACITY: BEARWOOD TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.7	0.7	0.7	0.7	0.5
Survey Area Residents Spending	32,273	33,430	36,304	46,890	46,890
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	32,273	33,430	36,304	46,890	46,890
Existing Shop Floorspace (sqm net)	8,689	8,689	8,689	8,689	8,689
Sales per sqm net £	3,714	3,789	3,982	4,506	5,098
Sales from Existing Floorspace (£000)	32,273	32,922	34,601	39,148	44,293
Residual Spending to Support new shops (£000)	0	508	1,703	7,742	2,597
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	166	529	2,127	631

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 53

FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	1.3	1.3	1.3	1.3	1.3
Survey Area Residents Spending	64,221	66,523	74,202	95,839	123,897
Inflow from beyond survey area (£000)	3,380	3,501	3,905	5,044	6,521
Total Non-Strategic Centre Comparison Turnover (£000)	67,601	70,025	78,108	100,883	130,418
Existing Shop Floorspace (sqm net)	24,791	24,791	24,791	24,791	24,791
Sales per sqm net £	2,727	2,782	2,924	3,308	3,742
Sales from Existing Floorspace (£000)	67,601	68,960	72,477	82,001	92,777
Residual Spending to Support new shops (£000)	0	1,065	5,630	18,882	37,641
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	348	1,750	5,189	9,142

TABLE 54

FUTURE SHOP FLOORSPACE CAPACITY: STOURBRIDGE TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.8	0.8	0.8	0.8	0.8
Survey Area Residents Spending	40,139	41,578	45,625	58,929	76,067
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	40,139	41,578	45,625	58,929	76,067
Existing Shop Floorspace (sqm net)	17,701	17,701	17,701	17,701	17,701
Sales per sqm net £	2,268	2,313	2,431	2,751	3,112
Sales from Existing Floorspace (£000)	40,139	40,946	43,034	48,690	55,088
Residual Spending to Support new shops (£000)	0	632	2,591	10,240	20,979
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	207	805	2,814	5,095

TABLE 55

FUTURE SHOP FLOORSPACE CAPACITY: HALESOWEN TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.7	0.7	0.7	0.7	0.7
Survey Area Residents Spending	35,333	36,600	40,339	52,101	67,227
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	35,333	36,600	40,339	52,101	67,227
Existing Shop Floorspace (sqm net)	12,138	12,138	12,138	12,138	12,138
Sales per sqm net £	2,911	2,969	3,121	3,531	3,995
Sales from Existing Floorspace (£000)	35,333	36,043	37,881	42,859	48,492
Residual Spending to Support new shops (£000)	0	557	2,457	9,242	18,735
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	182	764	2,540	4,550

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 56

FUTURE SHOP FLOORSPACE CAPACITY: KINGSWINFORD TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.2	0.2	0.2	0.2	0.2
Survey Area Residents Spending	9,162	9,491	10,361	13,382	17,276
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	9,162	9,491	10,361	13,382	17,276
Existing Shop Floorspace (sqm net)	3,059	3,059	3,059	3,059	3,059
Sales per sqm net £	2,996	3,056	3,212	3,634	4,111
Sales from Existing Floorspace (£000)	9,162	9,346	9,823	11,114	12,575
Residual Spending to Support new shops (£000)	0	144	538	2,268	4,702
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	47	167	623	1,142

TABLE 57

FUTURE SHOP FLOORSPACE CAPACITY: LYE TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.0	0.0	0.0	0.0	0.0
Survey Area Residents Spending	506	524	570	737	948
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	506	524	570	737	948
Existing Shop Floorspace (sqm net)	2,118	2,118	2,118	2,118	2,118
Sales per sqm net £	239	244	256	290	328
Sales from Existing Floorspace (£000)	506	516	542	613	694
Residual Spending to Support new shops (£000)	0	8	28	123	254
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	3	9	34	62

TABLE 58

FUTURE SHOP FLOORSPACE CAPACITY: SEDGLEY TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.1	0.3	0.3	0.3	0.3
Survey Area Residents Spending	5,083	16,491	18,381	23,740	30,816
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	5,083	16,491	18,381	23,740	30,816
Existing Shop Floorspace (sqm net)	1,694	1,694	1,694	1,694	1,694
Sales per sqm net £	3,000	3,060	3,216	3,639	4,117
Sales from Existing Floorspace (£000)	5,083	5,185	5,449	6,165	6,976
Residual Spending to Support new shops (£000)	0	11,306	12,931	17,575	23,840
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	3,694	4,020	4,829	5,790

TABLE 59
RETAIL COMMITMENTS - COMPARISON GOODS

	Net Floorspace (sqm)
WOLVERHAMPTON: STRATEGIC CENTRE	
Foodstore at Raglan Street, Wolverhampton	3,570
Summer Row, Retail Core Expansion, Wolverhmapton	30,773
Interchange, Phase One	450
Royal Hospital, Wolverhampton	122
Springfield Brewery, Wolverhampton	518
Low Level Station, Wolverhampton	313
Little Brickkiln Street/ Worcester Street Triangle, Wolverhampton	218
WOLVERHAMPTON: NON-STRATEGIC CENTRES	
Bilston Urban Village / High Street Link	848
Former Mecca Bingo, Bentley Bridge Retail Park, Wednesfield	453
WOLVERHAMPTON: OTHER	
Peel Centre, Stafford Street, Wolverhampton	1,874
Lidl, Finchfield	158
WOLVERHAMPTON SUB-TOTAL	**39,297**
WALSALL: STRATEGIC CENTRE	
Tesco Extra, Land at Walsall College of Arts & Technology, and north of Littleton Street West, Walsall	3,100
Gigaport, Land north of Walsall town centre bounded by Littleton street West, Hatherton Street, Hatherton Road	72
WALSALL: NON-STRATEGIC CENTRES	
Morrisons, Land between Wood Street, Upper Lichfield Street and Lower Lichfield Street, extending to Walsall Street, Willenhall	1,630
Retail Units, Land between Wood Street, Upper Lichfield Street and Lower Lichfield Street, extending to Walsall Street, Willenhall	600
WALSALL SUB-TOTAL	**5,402**
SANDWELL: STRATEGIC CENTRE	
Tesco development, West Bromwich (2006 scheme)	16,052
Queens Square Extension, West Bromwich	9,090
SANDWELL: NON-STRATEGIC CENTRES	
Great Bridge Business Park mixed-use development, Great Bridge	419
Retail units at Great Bridge Retail Park, Great Bridge	244
Oldbury Junction	19,168
SANDWELL SUB-TOTAL	**44,973**
DUDLEY: NON-STRATEGIC CENTRES	
Crown Centre redevelopment, Stourbridge	1,589
DUDLEY SUB-TOTAL	**1,589**
TOTAL	**91,261**

Source: Black Country Authorities, 2009

BLACK COUNTRY
CENTRES STUDY 2009

TABLE 60
RETAIL PIPELINE - COMPARISON GOODS

	Net Flsp (sqm)
WOLVERHAMPTON: STRATEGIC CENTRE	
Pipers Row, Wolverhampton	628
Interchange, Phase Two, Wolverhampton	3,671
WOLVERHAMPTON SUB-TOTAL	**4,299**
WALSALL	
None	
SANDWELL	
Phase 1 & 2 Tesco development, West Bromwich (2009 scheme)*	11,548
SANDWELL SUB-TOTAL	**11,548**
DUDLEY	
None	
TOTAL	**15,847**

Source: Black Country Authorities, 2009 *Net additional floorspace over and above 2006 scheme

TABLE 61
RETAIL ALLOCATIONS - COMPARISON GOODS

	Net Flsp (sqm)
WOLVERHAMPTON: STRATEGIC CENTRE	
CC6(a(ii)) Darlington Street	375
CC9(ii) Worcester Street/Church Street/Temple Street	131
CC((iv) School Street	279
WOLVERHAMPTON: OTHER	
Policy B14 All Saints and Blakenhall Community Development Area - Warehouse Quarter	150
SUB-TOTAL	**935**
WALSALL: STRATEGIC CENTRE	
WA10 Lower Hall Lane / Digbeth / Old Square	9,998
WALSALL: NON-STRATEGIC CENTRES	
AL4 The Precinct & AL5 Land at High Street / Little Aston Road	736
BX6II Asda extension	690
BR8I, & 8II Tesco Expansion and potential Lidl	1,235
SUB-TOTAL	**12,658**
SANDWELL: NON-STRATEGIC CENTRES	
BHPr5, 11 & 14 Blackheath	525
GBPr1, 7 & 8 Great Bridge	935
OLPr3 & 4 Oldbury	735
SUB-TOTAL	**2,195**
DUDLEY: STRATEGIC CENTRE	
Brierley Hill Town Centre (Phase 2)	48,750
DUDLEY: NON-STRATEGIC CENTRES	
Dudley Town Centre (King Street/Flood Street area)	11,250
Halesowen Town Centre	2,197
Stourbridge Town Centre	3,375
SUB-TOTAL	**65,572**
TOTAL	**81,360**

Source: Black Country Authorities, 2009

BLACK COUNTRY
CENTRES STUDY 2009

WOLVERHAMPTON

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 62

FUTURE SHOP FLOORSPACE CAPACITY: WOLVERHAMPTON STRATEGIC CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure (£000)	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area (%)	11.3	11.3	11.3	11.3	11.3
Survey Area Residents Spending (£000)	540,303	559,675	623,892	805,817	1,040,134
Inflow from beyond survey area (£000)	48,018	49,740	56,258	72,662	94,825
Total Strategic Centre Comparison Turnover (£000)	588,321	609,415	680,150	878,479	1,134,959
Existing Shop Floorspace (sqm net)	62,203	62,203	62,203	62,203	62,203
Sales per sqm net (£)	8,759	8,935	9,391	10,625	12,021
Sales from Existing Floorspace (£000)	544,824	555,775	584,125	660,884	747,729
Residual Spending to Support new shops (£000)	43,497	53,640	96,025	217,595	387,230
Sales per sqm net in new shops (£)	5,000	5,101	5,361	6,065	6,862
Capacity for new floorspace (sqm net)	8,699	10,517	17,913	35,877	56,430
Committed Floorspace (sqm net)	0	0	35,964	35,964	35,964
Residual Capacity for New Floorspace (sqm net)	8,699	10,517	-18,051	-87	20,466

TABLE 62A

FUTURE SHOP FLOORSPACE CAPACITY: WOLVERHAMPTON NON STRATEGIC CENTRES

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure (£000)	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area (%)	0.9	0.9	0.9	0.9	1.0
Survey Area Residents Spending (£000)	43,904	45,478	52,345	67,608	88,203
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnove (£000)	43,904	45,478	52,345	67,608	88,203
Existing Shop Floorspace (sqm net)	12,219	12,219	12,219	12,219	12,219
Sales per sqm net (£)	3,593	3,665	3,852	4,359	4,931
Sales from Existing Floorspace (£000)	43,904	44,786	47,071	53,257	60,255
Residual Spending to Support new shops (£000)	0	692	5,274	14,352	27,949
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	226	1,640	3,944	6,788
Committed Floorspace (sqm net)	0	0	1,301	1,301	1,301
Residual Capacity for New Floorspace (sqm net)	0	226	339	2,643	5,487

TABLE 62B

FUTURE SHOP FLOORSPACE CAPACITY: WOLVERHAMPTON OTHER RETAIL PROVISION

	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure (£000)	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area (%)	1.2	1.2	1.2	1.2	1.2
Survey Area Residents Spending (£000)	57,282	59,336	67,187	86,779	113,291
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Other Comparison Turnover (£000)	57,282	59,336	67,187	86,779	113,291
Existing Shop Floorspace (sqm net)	33,002	33,002	33,002	33,002	33,002
Sales per sqm net (£)	2,500	2,500	2,500	2,500	2,500
Sales from Existing Floorspace (£000)	82,505	82,505	82,505	82,505	82,505
Residual Spending to Support new shops (£000)	0	-23,169	-15,318	4,274	30,787
Sales per sqm net in new shops (£)	2,500	2,500	2,500	2,500	2,500
Capacity for new floorspace (sqm net)	0	-9,267	-6,127	1,710	12,315
Committed Floorspace (sqm net)	0	0	2,032	2,032	2,032
Residual Capacity for New Floorspace (sqm net)	0	-9,267	-8,159	-322	10,283

BLACK COUNTRY
CENTRES STUDY 2009

WALSALL

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 63

FUTURE SHOP FLOORSPACE CAPACITY: WALSALL STRATEGIC CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	7.6	7.6	7.6	7.6	7.6
Survey Area Residents Spending	363,266	376,291	419,467	541,782	699,322
Inflow from beyond survey area (£000)	15,409	15,961	18,058	23,323	30,439
Total Strategic Centre Comparison Turnover (£000)	378,675	392,252	437,524	565,105	729,762
Existing Shop Floorspace (sqm net)	55,008	55,008	55,008	55,008	55,008
Sales per sqm net £	6,474	6,604	6,941	7,853	8,885
Sales from Existing Floorspace (£000)	356,129	363,287	381,818	431,992	488,760
Residual Spending to Support new shops (£000)	22,546	28,965	55,706	133,113	241,002
Sales per sqm net in new shops (£)	5,000	5,101	5,361	6,065	6,862
Capacity for new floorspace (sqm net)	4,509	5,679	10,392	21,947	35,121
Committed Floorspace (sqm net)	0	0	3,172	3,172	3,172
Residual Capacity for New Floorspace (sqm net)	4,509	5,679	7,220	18,775	31,949

TABLE 63A

FUTURE SHOP FLOORSPACE CAPACITY: WALSALL NON STRATEGIC CENTRES

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.9	0.9	0.9	0.9	1.0
Survey Area Residents Spending	44,192	45,776	52,323	67,580	88,484
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnove (£000)	44,192	45,776	52,323	67,580	88,484
Existing Shop Floorspace (sqm net)	27,245	27,245	27,245	27,245	27,245
Sales per sqm net £	1,622	1,655	1,739	1,968	2,226
Sales from Existing Floorspace (£000)	44,192	45,080	47,379	53,605	60,650
Residual Spending to Support new shops (£000)	0	696	4,943	13,974	27,834
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	227	1,537	3,840	6,760
Committed Floorspace (sqm net)	0	0	2,230	2,230	2,230
Residual Capacity for New Floorspace (sqm net)	0	227	-693	1,610	4,530

TABLE 63B

FUTURE SHOP FLOORSPACE CAPACITY: WALSALL OTHER RETAIL PROVISION

	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	2.4	2.4	2.4	2.4	2.5
Survey Area Residents Spending	115,712	119,861	134,979	174,338	227,111
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Other Comparison Turnover (£000)	115,712	119,861	134,979	174,338	227,111
Existing Shop Floorspace (sqm net)	42,531	42,531	42,531	42,531	42,531
Sales per sqm net £	2,500	2,500	2,500	2,500	2,500
Sales from Existing Floorspace (£000)	106,327	106,327	106,327	106,327	106,327
Residual Spending to Support new shops (£000)	0	13,534	28,652	68,011	120,783
Sales per sqm net in new shops (£)	2,500	2,500	2,500	2,500	2,500
Capacity for new floorspace (sqm net)	0	5,413	11,461	27,204	48,313
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	5,413	11,461	27,204	48,313

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 64

FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL - WEST BROMWICH STRATEGIC CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	3.0	3.0	3.0	3.0	3.0
Survey Area Residents Spending	143,130	148,261	165,273	213,466	275,538
Inflow from beyond survey area (£000)	5,982	6,196	6,894	8,904	11,459
Total Strategic Centre Comparison Turnover (£000)	149,111	154,457	172,167	222,370	286,997
Existing Shop Floorspace (sqm net)	23,279	23,279	23,279	23,279	23,279
Sales per sqm net £	6,200	6,325	6,647	7,521	8,509
Sales from Existing Floorspace (£000)	144,329	147,230	154,740	175,075	198,081
Residual Spending to Support new shops (£000)	4,782	7,227	17,426	47,295	88,916
Sales per sqm net in new shops (£)	5,000	5,101	5,361	6,065	6,862
Capacity for new floorspace (sqm net)	956	1,417	3,251	7,798	12,958
Committed Floorspace (sqm net)	0	0	25,142	25,142	25,142
Residual Capacity for New Floorspace (sqm net)	956	1,417	-21,891	-17,344	-12,184

TABLE 64A

FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL NON STRATEGIC CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	4.0	4.0	4.0	4.0	3.8
Survey Area Residents Spending	191,651	198,522	220,543	283,591	353,930
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnove (£000)	191,651	198,522	220,543	283,591	353,930
Existing Shop Floorspace (sqm net)	63,533	63,533	63,533	63,533	63,533
Sales per sqm net £	3,017	3,077	3,234	3,659	4,140
Sales from Existing Floorspace (£000)	191,651	195,503	205,476	232,477	263,026
Residual Spending to Support new shops (£000)	0	3,019	15,067	51,114	90,904
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	987	4,684	14,046	22,079
Committed Floorspace (sqm net)	0	0	19,831	19,831	19,831
Residual Capacity for New Floorspace (sqm net)	0	987	-15,146	-5,785	2,248

TABLE 64B

FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL OTHER RETAIL PROVISION

COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	1.4	1.4	1.5	1.5	1.5
Survey Area Residents Spending	69,148	71,627	80,617	104,124	135,373
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Other Comparison Turnover (£000)	69,148	71,627	80,617	104,124	135,373
Existing Shop Floorspace (sqm net)	15,739	15,739	15,739	15,739	15,739
Sales per sqm net £	2,500	2,500	2,500	2,500	2,500
Sales from Existing Floorspace (£000)	39,348	39,348	39,348	39,348	39,348
Residual Spending to Support new shops (£000)	0	32,280	41,269	64,776	96,025
Sales per sqm net in new shops (£)	2,500	2,500	2,500	2,500	2,500
Capacity for new floorspace (sqm net)	0	12,912	16,508	25,911	38,410
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	12,912	16,508	25,911	38,410

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 65
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY - BRIERLEY HILL STRATEGIC CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	14.2	14.2	14.2	14.2	14.2
Survey Area Residents Spending	676,758	701,022	781,458	1,009,329	1,302,823
Inflow from beyond survey area (£000)	124,417	128,877	142,888	184,553	238,087
Total Strategic Centre Comparison Turnover (£000)	801,174	829,900	924,346	1,193,882	1,540,911
Existing Shop Floorspace (sqm net)	120,611	120,611	120,611	120,611	120,611
Sales per sqm net £	6,000	6,120	6,433	7,278	8,234
Sales from Existing Floorspace (£000)	723,652	738,197	775,853	877,806	993,157
Residual Spending to Support new shops (£000)	77,522	91,702	148,493	316,075	547,753
Sales per sqm net in new shops (£) Based on large store format	5,000	5,101	5,361	6,065	6,862
Capacity for new floorspace (sqm net)	15,504	17,979	27,700	52,114	79,823
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	15,504	17,979	27,700	52,114	79,823

TABLE 65A
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY NON STRATEGIC CENTRES

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	3.2	3.5	3.4	3.4	3.4
Survey Area Residents Spending	154,443	171,207	189,478	244,729	316,231
Inflow from beyond survey area (£000)	3,380	3,501	3,905	5,044	6,521
Total Non-Strategic Centre Comparison Turnove (£000)	157,823	174,708	193,383	249,773	322,752
Existing Shop Floorspace (sqm net)	61,501	61,501	61,501	61,501	61,501
Sales per sqm net £	2,566	2,618	2,751	3,113	3,522
Sales from Existing Floorspace (£000)	157,823	160,996	169,208	191,443	216,600
Residual Spending to Support new shops (£000)	0	13,712	24,175	58,330	106,151
Sales per sqm net in new shops (£) Based on large store format	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	4,481	7,516	16,029	25,782
Committed Floorspace (sqm net)	0	0	1,589	1,589	1,589
Residual Capacity for New Floorspace (sqm net)	0	4,481	5,927	14,440	24,193

TABLE 65B
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY OTHER RETAIL PROVISION

	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.9	0.9	0.9	0.9	0.9
Survey Area Residents Spending	42,245	43,760	48,365	62,468	80,509
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Other Comparison Turnover (£000)	42,245	43,760	48,365	62,468	80,509
Existing Shop Floorspace (sqm net)	20,384	20,384	20,384	20,384	20,384
Sales per sqm net £	2,500	2,500	2,500	2,500	2,500
Sales from Existing Floorspace (£000)	50,960	50,960	50,960	50,960	50,960
Residual Spending to Support new shops (£000)	0	-7,200	-2,595	11,507	29,549
Sales per sqm net in new shops (£) Based on large store format	2,500	2,500	2,500	2,500	2,500
Capacity for new floorspace (sqm net)	0	-2,880	-1,038	4,603	11,820
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	-2,880	-1,038	4,603	11,820

BLACK COUNTRY
TOWN CENTRES STUDY 2009

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 66
FUTURE SHOP FLOORSPACE CAPACITY: GLOBAL STRATEGIC CENTRES

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure (£000)	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area (%)	36.0	36.0	36.0	36.0	36.0
Survey Area Residents Spending (£000)	1,723,456	1,785,249	1,990,089	2,570,393	3,317,818
Inflow from beyond survey area (£000)	193,825	200,775	224,097	289,443	374,811
Total Strategic Centre Comparison Turnover (£000)	1,917,281	1,986,024	2,214,186	2,859,836	3,692,629
Existing Shop Floorspace (sqm net)	261,102	261,102	261,102	261,102	261,102
Sales per sqm net (£)	6,775	6,911	7,264	8,218	9,298
Sales from Existing Floorspace (£000)	1,768,934	1,804,490	1,896,537	2,145,757	2,427,727
Residual Spending to Support new shops (£000)	148,347	181,534	317,649	714,078	1,264,902
Sales per sqm net in new shops (£)	5,000	5,101	5,361	6,065	6,862
Capacity for new floorspace (sqm net)	29,669	35,591	59,255	117,735	184,331
Committed Floorspace (sqm net)	0	0	64,278	64,278	64,278
Residual Capacity for New Floorspace (sqm net)	29,669	35,591	-5,023	53,457	120,053

TABLE66A
FUTURE SHOP FLOORSPACE CAPACITY: NON-STRATEGIC CENTRES

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure (£000)	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area (%)	9.1	9.3	9.3	9.3	9.2
Survey Area Residents Spending (£000)	434,190	460,983	514,687	663,508	846,848
Inflow from beyond survey area (£000)	3,380	3,501	3,905	5,044	6,521
Total Non-Strategic Centre Comparison Turnove (£000)	437,570	464,484	518,593	668,552	853,369
Existing Shop Floorspace (sqm net)	164,497	164,497	164,497	164,497	164,497
Sales per sqm net (£)	2,660	2,714	2,852	3,227	3,651
Sales from Existing Floorspace (£000)	437,570	446,365	469,134	530,782	600,531
Residual Spending to Support new shops (£000)	0	18,120	49,459	137,770	252,838
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	5,921	15,377	37,859	61,409
Committed Floorspace (sqm net)	0	0	24,951	24,951	24,951
Residual Capacity for New Floorspace (sqm net)	0	5,921	-9,574	12,907	36,458

TABLE 66B
FUTURE SHOP FLOORSPACE CAPACITY: OTHER RETAIL PROVISION

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure (£000)	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area (%)	5.9	5.9	6.0	6.0	6.0
Survey Area Residents Spending (£000)	284,388	294,584	331,147	427,709	556,284
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Other Comparison Turnover (£000)	284,388	294,584	331,147	427,709	556,284
Existing Shop Floorspace (sqm net)	111,656	111,656	111,656	111,656	111,656
Sales per sqm net (£)	2,500	2,500	2,500	2,500	2,500
Sales from Existing Floorspace (£000)	279,140	279,140	279,140	279,140	279,140
Residual Spending to Support new shops (£000)	0	15,444	52,007	148,569	277,144
Sales per sqm net in new shops (£)	2,500	2,500	2,500	2,500	2,500
Capacity for new floorspace (sqm net)	0	6,178	20,803	59,428	110,857
Committed Floorspace (sqm net)	0	0	2,032	2,032	2,032
Residual Capacity for New Floorspace (sqm net)	0	6,178	18,771	57,396	108,825

BLACK COUNTRY
CENTRES STUDY 2009

WOLVERHAMPTON

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 67

FUTURE SHOP FLOORSPACE CAPACITY: BILSTON DISTRICT CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure (£000)	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area (%)	0.8	0.8	0.8	0.8	0.8
Survey Area Residents Spending (£000)	37,654	39,004	45,172	58,344	76,104
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	37,654	39,004	45,172	58,344	76,104
Existing Shop Floorspace (sqm net)	9,689	9,689	9,689	9,689	9,689
Sales per sqm net (£)	3,886	3,964	4,167	4,714	5,334
Sales from Existing Floorspace (£000)	37,654	38,410	40,370	45,675	51,677
Residual Spending to Support new shops (£000)	0	593	4,802	12,670	24,428
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	194	1,493	3,482	5,933
Committed Floorspace (sqm net)	0	0	848	848	848
Residual Capacity for New Floorspace (sqm net)	0	194	645	2,634	5,085

TABLE 68

FUTURE SHOP FLOORSPACE CAPACITY: WEDNESFIELD DISTRICT CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure (£000)	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area (%)	0.1	0.1	0.1	0.1	0.1
Survey Area Residents Spending (£000)	6,250	6,475	7,172	9,264	12,099
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	6,250	6,475	7,172	9,264	12,099
Existing Shop Floorspace (sqm net)	2,530	2,530	2,530	2,530	2,530
Sales per sqm net (£)	2,471	2,521	2,649	2,997	3,391
Sales from Existing Floorspace (£000)	6,250	6,376	6,701	7,582	8,578
Residual Spending to Support new shops (£000)	0	98	471	1,682	3,521
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	32	146	462	855
Committed Floorspace (sqm net)	0	0	453	453	453
Residual Capacity for New Floorspace (sqm net)	0	32	-307	9	402

BLACK COUNTRY
CENTRES STUDY 2009

WALSALL

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 69

FUTURE SHOP FLOORSPACE CAPACITY: BLOXWICH TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure (£000)	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area (%)	0.2	0.2	0.2	0.2	0.2
Survey Area Residents Spending (£000)	8,069	8,358	9,563	12,352	16,160
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	8,069	8,358	9,563	12,352	16,160
Existing Shop Floorspace (sqm net)	8,475	8,475	8,475	8,475	8,475
Sales per sqm net (£)	952	971	1,021	1,155	1,307
Sales from Existing Floorspace (£000)	8,069	8,231	8,651	9,788	11,074
Residual Spending to Support new shops (£000)	0	127	912	2,564	5,086
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	42	284	705	1,235
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	42	284	705	1,235

TABLE 70

FUTURE SHOP FLOORSPACE CAPACITY: BROWNHILLS TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.2	0.2	0.2	0.2	0.2
Survey Area Residents Spending	7,913	8,197	9,454	12,211	15,976
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	7,913	8,197	9,454	12,211	15,976
Existing Shop Floorspace (sqm net)	6,283	6,283	6,283	6,283	6,283
Sales per sqm net £	1,260	1,285	1,350	1,528	1,729
Sales from Existing Floorspace (£000)	7,913	8,072	8,484	9,599	10,860
Residual Spending to Support new shops (£000)	0	125	970	2,612	5,115
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	41	302	718	1,242
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	41	302	718	1,242

TABLE 71

FUTURE SHOP FLOORSPACE CAPACITY: ALDRIDGE TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
COMPARISON GOODS					
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.3	0.3	0.3	0.3	0.3
Survey Area Residents Spending	12,741	13,198	14,938	19,294	25,268
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	12,741	13,198	14,938	19,294	25,268
Existing Shop Floorspace (sqm net)	4,545	4,545	4,545	4,545	4,545
Sales per sqm net £	2,803	2,860	3,005	3,400	3,847
Sales from Existing Floorspace (£000)	12,741	12,997	13,660	15,456	17,487
Residual Spending to Support new shops (£000)	0	201	1,278	3,838	7,781
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	66	397	1,055	1,890
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	66	397	1,055	1,890

WALSALL

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 72

FUTURE SHOP FLOORSPACE CAPACITY: WILLENHALL TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.2	0.2	0.2	0.2	0.2
Survey Area Residents Spending	9,884	10,239	11,728	15,148	19,902
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	9,884	10,239	11,728	15,148	19,902
Existing Shop Floorspace (sqm net)	5,197	5,197	5,197	5,197	5,197
Sales per sqm net £	1,902	1,940	2,039	2,307	2,610
Sales from Existing Floorspace (£000)	9,884	10,083	10,597	11,990	13,566
Residual Spending to Support new shops (£000)	0	156	1,131	3,158	6,336
Sales per sqm net in new shops (£) Based on large store format	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	51	352	868	1,539
Committed Floorspace (sqm net)	0	0	2,230	2,230	2,230
Residual Capacity for New Floorspace (sqm net)	0	51	-1,879	-1,363	-691

TABLE 73

FUTURE SHOP FLOORSPACE CAPACITY: DARLASTON TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.1	0.1	0.1	0.1	0.1
Survey Area Residents Spending	5,584	5,784	6,639	8,575	11,178
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	5,584	5,784	6,639	8,575	11,178
Existing Shop Floorspace (sqm net)	2,745	2,745	2,745	2,745	2,745
Sales per sqm net £	2,034	2,075	2,181	2,467	2,791
Sales from Existing Floorspace (£000)	5,584	5,696	5,986	6,773	7,663
Residual Spending to Support new shops (£000)	0	88	653	1,802	3,515
Sales per sqm net in new shops (£) Based on large store format	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	29	203	495	854
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	29	203	495	854

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 74

FUTURE SHOP FLOORSPACE CAPACITY: BLACKHEATH TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.2	0.2	0.2	0.2	0.2
Survey Area Residents Spending	10,700	11,084	12,358	15,962	20,566
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	10,700	11,084	12,358	15,962	20,566
Existing Shop Floorspace (sqm net)	5,205	5,205	5,205	5,205	5,205
Sales per sqm net £	2,056	2,097	2,204	2,494	2,822
Sales from Existing Floorspace (£000)	10,700	10,915	11,472	12,979	14,685
Residual Spending to Support new shops (£000)	0	169	887	2,983	5,881
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	55	276	820	1,428
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	55	276	820	1,428

TABLE 75

FUTURE SHOP FLOORSPACE CAPACITY: CRADLEY HEATH TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.2	0.2	0.2	0.2	0.2
Survey Area Residents Spending	11,504	11,917	13,250	17,114	22,078
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	11,504	11,917	13,250	17,114	22,078
Existing Shop Floorspace (sqm net)	6,090	6,090	6,090	6,090	6,090
Sales per sqm net £	1,889	1,927	2,025	2,292	2,593
Sales from Existing Floorspace (£000)	11,504	11,735	12,334	13,955	15,789
Residual Spending to Support new shops (£000)	0	181	916	3,159	6,289
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	59	285	868	1,527
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	59	285	868	1,527

TABLE 76

FUTURE SHOP FLOORSPACE CAPACITY: GREAT BRIDGE TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.3	0.3	0.3	0.3	0.3
Survey Area Residents Spending	12,124	12,559	14,176	18,310	23,555
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	12,124	12,559	14,176	18,310	23,555
Existing Shop Floorspace (sqm net)	10,722	10,722	10,722	10,722	10,722
Sales per sqm net £	1,131	1,154	1,212	1,372	1,552
Sales from Existing Floorspace (£000)	12,124	12,368	12,999	14,707	16,640
Residual Spending to Support new shops (£000)	0	191	1,177	3,603	6,916
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	62	366	990	1,680
Committed Floorspace (sqm net)	0	0	663	663	663
Residual Capacity for New Floorspace (sqm net)	0	62	-297	327	1,017

SANDWELL

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 77

FUTURE SHOP FLOORSPACE CAPACITY: OLDBURY TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	1.6	1.6	1.6	1.6	1.6
Survey Area Residents Spending	74,780	77,461	86,042	111,131	142,960
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	74,780	77,461	86,042	111,131	142,960
Existing Shop Floorspace (sqm net)	13,328	13,328	13,328	13,328	13,328
Sales per sqm net £	5,611	5,724	6,016	6,806	7,700
Sales from Existing Floorspace (£000)	74,780	76,283	80,174	90,710	102,630
Residual Spending to Support new shops (£000)	0	1,178	5,868	20,422	40,330
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	385	1,824	5,612	9,795
Committed Floorspace (sqm net)	0	0	19,168	19,168	19,168
Residual Capacity for New Floorspace (sqm net)	0	385	-17,343	-13,556	-9,372

TABLE 78

FUTURE SHOP FLOORSPACE CAPACITY: WEDNESBURY TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.9	0.9	0.9	0.9	0.9
Survey Area Residents Spending	43,445	45,003	50,733	64,266	85,137
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	43,445	45,003	50,733	64,266	85,137
Existing Shop Floorspace (sqm net)	7,259	7,259	7,259	7,259	7,259
Sales per sqm net £	5,985	6,106	6,417	7,260	8,214
Sales from Existing Floorspace (£000)	43,445	44,318	46,579	52,700	59,625
Residual Spending to Support new shops (£000)	0	684	4,154	11,566	25,513
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	224	1,292	3,178	6,196
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	224	1,292	3,178	6,196

BLACK COUNTRY
CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 79

FUTURE SHOP FLOORSPACE CAPACITY: CAPE HILL TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.1	0.1	0.1	0.1	0.1
Survey Area Residents Spending	6,824	7,069	7,679	9,918	12,744
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	6,824	7,069	7,679	9,918	12,744
Existing Shop Floorspace (sqm net)	12,242	12,242	12,242	12,242	12,242
Sales per sqm net £	557	569	598	676	765
Sales from Existing Floorspace (£000)	6,824	6,961	7,316	8,278	9,366
Residual Spending to Support new shops (£000)	0	108	362	1,640	3,378
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	35	113	451	820
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	35	113	451	820

TABLE 80

FUTURE SHOP FLOORSPACE CAPACITY: BEARWOOD TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.7	0.7	0.7	0.7	0.5
Survey Area Residents Spending	32,273	33,430	36,304	46,890	46,890
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	32,273	33,430	36,304	46,890	46,890
Existing Shop Floorspace (sqm net)	8,689	8,689	8,689	8,689	8,689
Sales per sqm net £	3,714	3,789	3,982	4,506	5,098
Sales from Existing Floorspace (£000)	32,273	32,922	34,601	39,148	44,293
Residual Spending to Support new shops (£000)	0	508	1,703	7,742	2,597
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	166	529	2,127	631
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	166	529	2,127	631

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 81

FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	1.3	1.3	1.3	1.3	1.3
Survey Area Residents Spending	64,221	66,523	74,202	95,839	123,897
Inflow from beyond survey area (£000)	3,380	3,501	3,905	5,044	6,521
Total Non-Strategic Centre Comparison Turnover (£000)	67,601	70,025	78,108	100,883	130,418
Existing Shop Floorspace (sqm net)	24,791	24,791	24,791	24,791	24,791
Sales per sqm net £	2,727	2,782	2,924	3,308	3,742
Sales from Existing Floorspace (£000)	67,601	68,960	72,477	82,001	92,777
Residual Spending to Support new shops (£000)	0	1,065	5,630	18,882	37,641
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	348	1,750	5,189	9,142
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	348	1,750	5,189	9,142

TABLE 82

FUTURE SHOP FLOORSPACE CAPACITY: STOURBRIDGE TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.8	0.8	0.8	0.8	0.8
Survey Area Residents Spending	40,139	41,578	45,625	58,929	76,067
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	40,139	41,578	45,625	58,929	76,067
Existing Shop Floorspace (sqm net)	17,701	17,701	17,701	17,701	17,701
Sales per sqm net £	2,268	2,313	2,431	2,751	3,112
Sales from Existing Floorspace (£000)	40,139	40,946	43,034	48,690	55,088
Residual Spending to Support new shops (£000)	0	632	2,591	10,240	20,979
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	207	805	2,814	5,095
Committed Floorspace (sqm net)	0	0	1,589	1,589	1,589
Residual Capacity for New Floorspace (sqm net)	0	207	-784	1,225	3,506

TABLE 83

FUTURE SHOP FLOORSPACE CAPACITY: HALESOWEN TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.7	0.7	0.7	0.7	0.7
Survey Area Residents Spending	35,333	36,600	40,339	52,101	67,227
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	35,333	36,600	40,339	52,101	67,227
Existing Shop Floorspace (sqm net)	12,138	12,138	12,138	12,138	12,138
Sales per sqm net £	2,911	2,969	3,121	3,531	3,995
Sales from Existing Floorspace (£000)	35,333	36,043	37,881	42,859	48,492
Residual Spending to Support new shops (£000)	0	557	2,457	9,242	18,735
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	182	764	2,540	4,550
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	182	764	2,540	4,550

BLACK COUNTRY
CENTRES STUDY 2009

DUDLEY

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 84

FUTURE SHOP FLOORSPACE CAPACITY: KINGSWINFORD TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.2	0.2	0.2	0.2	0.2
Survey Area Residents Spending	9,162	9,491	10,361	13,382	17,276
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	9,162	9,491	10,361	13,382	17,276
Existing Shop Floorspace (sqm net)	3,059	3,059	3,059	3,059	3,059
Sales per sqm net £	2,996	3,056	3,212	3,634	4,111
Sales from Existing Floorspace (£000)	9,162	9,346	9,823	11,114	12,575
Residual Spending to Support new shops (£000)	0	144	538	2,268	4,702
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	47	167	623	1,142
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	47	167	623	1,142

TABLE 85

FUTURE SHOP FLOORSPACE CAPACITY: LYE TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.0	0.0	0.0	0.0	0.0
Survey Area Residents Spending	506	524	570	737	948
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	506	524	570	737	948
Existing Shop Floorspace (sqm net)	2,118	2,118	2,118	2,118	2,118
Sales per sqm net £	239	244	256	290	328
Sales from Existing Floorspace (£000)	506	516	542	613	694
Residual Spending to Support new shops (£000)	0	8	28	123	254
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	3	9	34	62
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	3	9	34	62

TABLE 86

FUTURE SHOP FLOORSPACE CAPACITY: SEDGLEY TOWN CENTRE

GROWTH IN SALES PER SQ M	1.0	%pa '09-'16	2.5	%pa '16-'26	
	COMPARISON GOODS				
	2009	2011	2016	2021	2026
Total Available Expenditure	4,781,495	4,952,931	5,521,233	7,131,207	9,204,836
Market Share from Survey Area	0.1	0.3	0.3	0.3	0.3
Survey Area Residents Spending	5,083	16,491	18,381	23,740	30,816
Inflow from beyond survey area (£000)	0	0	0	0	0
Total Non-Strategic Centre Comparison Turnover (£000)	5,083	16,491	18,381	23,740	30,816
Existing Shop Floorspace (sqm net)	1,694	1,694	1,694	1,694	1,694
Sales per sqm net £	3,000	3,060	3,216	3,639	4,117
Sales from Existing Floorspace (£000)	5,083	5,185	5,449	6,165	6,976
Residual Spending to Support new shops (£000)	0	11,306	12,931	17,575	23,840
Sales per sqm net in new shops (£)	3,000	3,060	3,216	3,639	4,117
Capacity for new floorspace (sqm net)	0	3,694	4,020	4,829	5,790
Committed Floorspace (sqm net)	0	0	0	0	0
Residual Capacity for New Floorspace (sqm net)	0	3,694	4,020	4,829	5,790

Appendix 9:

Impact Modelling

BLACK COUNTRY
CENTRES STUDY 2009

IMPACT ASSESSMENT

TABLE 1: COMPARISON GOODS MARKET SHARES IN WEST BROMWICH'S CATCHMENT AREA (2009)

Centre / Zone	ZONE 1	ZONE 2	ZONE 5	ZONE 7	ZONE 9	ZONE 10	ZONE 12	ZONE 13	ZONE 14	ZONE 15	ZONE 16	ZONE 17	ZONE 21	ZONE 23	ZONE 31	ZONE 32	ZONE 37	ZONE 54
West Bromwich	**0.2**	**2.1**	**0.3**	**3.3**	**0.2**	**0.9**	**4.3**	**18.5**	**8.2**	**8.1**	**27.6**	**14.8**	**0.2**	**5.2**	**0.2**	**3.9**	**2.2**	**0.2**
Oldbury	1.3	0.2	2.4	0.7	2.4	0.0	13.0	10.8	14.5	27.6	11.6	5.2	1.2	6.0	0.0	0.0	0.3	0.0
Walsall	0.0	2.2	0.2	11.4	0.0	0.0	0.0	0.0	0.0	0.5	4.8	11.8	0.2	1.3	52.0	30.8	34.6	0.0
Brierley Hill	5.1	1.9	22.9	1.2	43.0	47.9	43.4	3.8	14.9	20.9	7.9	8.7	63.3	25.4	0.3	4.2	1.3	1.1
Sandwell 'Other'	1.4	1.6	0.6	9.5	0.4	0.3	0.0	1.3	2.1	0.9	8.6	15.0	0.1	8.5	9.8	25.3	12.7	0.9
Wednesbury	0.0	0.8	0.3	0.3	0.4	0.6	0.0	0.4	0.6	0.2	4.2	3.7	0.0	3.6	5.0	8.8	2.5	1.2
Great Bridge	0.4	0.0	0.0	0.8	0.0	0.0	0.0	0.5	1.0	0.4	4.9	2.4	0.0	4.5	0.0	0.5	0.0	0.0
Bearwood	7.1	0.6	3.4	0.2	0.0	0.8	0.1	11.6	8.0	0.6	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	3.7	1.2	3.1	0.5	3.6	4.5	4.2	0.3	57.7
Birmingham	42.5	32.8	25.4	23.4	10.6	4.7	5.2	25.7	24.0	6.6	6.7	10.1	1.9	4.4	5.1	2.1	15.6	1.3
Varies	9.7	11.3	8.1	9.7	12.1	9.4	11.3	9.6	7.2	12.4	17.9	14.8	10.1	18.7	11.1	10.7	11.2	15.8
SUB-TOTAL	**67.7**	**53.5**	**63.6**	**60.5**	**69.1**	**64.6**	**77.6**	**82.2**	**81.0**	**81.9**	**95.7**	**90.6**	**77.6**	**81.3**	**87.9**	**90.5**	**80.7**	**78.2**
OTHER	32.3	46.5	36.4	39.5	30.9	35.4	22.4	17.8	19.0	18.1	4.3	9.4	22.4	18.7	12.1	9.5	19.3	21.8
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

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TABLE 2: COMPARISON GOODS EXPENDITURE IN WEST BROMWICH'S CATCHMENT AREA (£000) (2009) (NO NEW DEVELOPMENT)

Centre / Zone	ZONE 1	ZONE 2	ZONE 5	ZONE 7	ZONE 9	ZONE 10	ZONE 12	ZONE 13	ZONE 14	ZONE 15	ZONE 16	ZONE 17	ZONE 21	ZONE 23	ZONE 31	ZONE 32	ZONE 37	ZONE 54	SUB-TOTAL	OTHER ZONES	TOTAL
West Bromwich	**252**	**5,548**	**294**	**2,414**	**138**	**743**	**2,182**	**8,249**	**10,608**	**5,456**	**13,851**	**9,145**	**147**	**4,612**	**119**	**3,761**	**1,136**	**134**	**68,787**	0	**68,787**
Oldbury	1,879	517	2,080	511	1,765	0	6,620	4,817	18,716	18,679	5,812	3,215	833	5,299	0	0	156	0	**70,901**	3,879	**74,780**
Walsall	0	5,689	173	8,323	0	0	0	0	0	338	2,405	7,295	139	1,148	37,764	29,541	18,046	0	**110,861**	181,906	**292,767**
Brierley Hill	7,373	4,913	19,842	876	31,623	39,047	22,100	1,695	19,233	14,145	3,958	5,378	43,967	22,433	218	4,028	678	844	**242,351**	462,676	**705,027**
Sandwell 'Other'	2,024	4,138	520	6,936	294	245	0	580	2,711	609	4,309	9,273	69	7,507	7,117	24,266	6,624	690	**77,911**	6,579	**84,490**
Wednesbury	0	2,069	260	219	294	489	0	178	774	135	2,104	2,287	0	3,179	3,631	8,440	1,304	921	**26,286**	17,158	**43,445**
Great Bridge	578	0	0	584	0	0	0	223	1,291	271	2,455	1,484	0	3,974	0	480	0	0	**11,339**	785	**12,124**
Bearwood	10,336	1,438	2,930	137	0	617	38	5,154	10,319	393	93	560	0	0	0	0	0	0	**32,016**	257	**32,273**
Wolverhampton	0	0	0	0	0	0	176	0	607	2,510	591	1,934	362	3,175	3,235	4,040	177	44,268	**61,075**	491,136	**552,211**
Birmingham	61,428	84,779	22,012	17,058	7,807	3,825	2,651	11,470	31,020	4,492	3,379	6,264	1,335	3,919	3,712	2,008	8,130	1,015	**276,304**	255,979	**532,283**
Varies	14,023	29,222	7,018	7,082	8,899	7,663	5,754	4,282	9,294	8,392	8,968	9,149	7,015	16,515	8,061	10,263	5,841	12,122	**179,564**	387,289	**566,853**
SUB-TOTAL	**97,894**	**138,312**	**55,129**	**44,139**	**50,820**	**52,628**	**39,522**	**36,648**	**104,573**	**55,422**	**47,925**	**55,983**	**53,867**	**71,763**	**63,856**	**86,827**	**42,092**	**59,994**	**1,157,397**	**1,807,644**	**2,965,041**
OTHER	46,674	120,288	31,519	28,867	22,722	28,889	11,400	7,956	24,506	12,257	2,178	5,836	15,590	16,555	8,767	9,086	10,064	16,726	**419,881**	1,396,573	**1,816,454**
TOTAL	**144,569**	**258,601**	**86,648**	**73,007**	**73,542**	**81,518**	**50,922**	**44,605**	**129,078**	**67,679**	**50,103**	**61,819**	**69,457**	**88,318**	**72,623**	**95,913**	**52,156**	**76,720**	**1,577,278**	**3,204,217**	**4,781,495**

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TABLE 3: COMPARISON GOODS EXPENDITURE IN WEST BROMWICH'S CATCHMENT AREA (£000) (2016) (NO NEW DEVELOPMENT)

Centre	ZONE 1	ZONE 2	ZONE 5	ZONE 7	ZONE 9	ZONE 10	ZONE 12	ZONE 13	ZONE 14	ZONE 15	ZONE 16	ZONE 17	ZONE 21	ZONE 23	ZONE 31	ZONE 32	ZONE 37	ZONE 54	TOTAL	OTHER ZONES	TOTAL
West Bromwich	**289**	**6,131**	**336**	**2,749**	**159**	**841**	**2,541**	**9,490**	**11,461**	**6,498**	**16,477**	**10,630**	**167**	**5,500**	**141**	**4,396**	**1,314**	**158**	**79,277**	0	**79,277**
Oldbury	2,157	572	2,380	582	2,028	0	7,709	5,542	20,222	22,245	6,914	3,737	948	6,320	0	0	181	0	**81,535**	4,507	**86,042**
Walsall	0	6,288	198	9,478	0	0	0	0	0	403	2,861	8,479	158	1,369	44,819	34,522	20,885	0	**129,460**	213,635	**343,096**
Brierley Hill	8,461	5,430	22,709	998	36,342	44,163	25,735	1,950	20,779	16,845	4,708	6,252	50,018	26,754	259	4,708	785	998	**277,894**	531,803	**809,697**
Sandwell 'Other'	2,323	4,573	595	7,898	338	277	0	667	2,929	725	5,126	10,779	79	8,953	8,447	28,358	7,666	817	**90,548**	6,181	**96,729**
Wednesbury	0	2,286	297	249	338	553	0	205	837	161	2,503	2,659	0	3,792	4,310	9,864	1,509	1,089	**30,653**	20,080	**50,733**
Great Bridge	664	0	0	665	0	0	0	257	1,395	322	2,920	1,725	0	4,740	0	560	0	0	**13,248**	929	**14,176**
Bearwood	11,861	1,589	3,353	157	0	698	45	5,929	11,149	468	110	651	0	0	0	0	0	0	**36,010**	294	**36,304**
Wolverhampton	0	0	0	0	0	0	205	0	656	2,989	703	2,248	411	3,787	3,839	4,721	205	52,371	**72,135**	574,829	**646,964**
Birmingham	70,490	93,696	25,192	19,425	8,972	4,326	3,088	13,195	33,515	5,350	4,019	7,281	1,519	4,675	4,405	2,347	9,409	1,201	**312,104**	295,486	**607,591**
Varies	16,092	32,296	8,032	8,065	10,227	8,667	6,701	4,926	10,041	9,994	10,669	10,635	7,981	19,697	9,567	11,993	6,760	14,340	**206,682**	448,266	**654,948**
SUB-TOTAL	**112,336**	**152,861**	**63,093**	**50,266**	**58,404**	**59,524**	**46,023**	**42,161**	**112,983**	**66,002**	**57,010**	**65,076**	**61,282**	**85,587**	**75,785**	**101,468**	**48,713**	**70,975**	**1,329,547**	**2,096,010**	**3,425,557**
OTHER	53,560	132,941	36,073	32,874	26,112	32,675	13,274	9,153	26,476	14,597	2,591	6,784	17,736	19,744	10,405	10,618	11,647	19,787	**477,048**	1,618,628	**2,095,676**
TOTAL	**165,896**	**285,803**	**99,166**	**83,140**	**84,517**	**92,199**	**59,297**	**51,314**	**139,459**	**80,598**	**59,601**	**71,860**	**79,018**	**105,331**	**86,190**	**112,086**	**60,360**	**90,762**	**1,806,595**	**3,714,638**	**5,521,233**

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TABLE 4: THE PROPOSALS

Proposal	Net Floorspace (sqm)	Average Sale Density (£ per sqm)	Average Turnover (£000s)
West Bromwich Town Centre Regeneration	36,690	5,000	183,450
Oldbury Junction	19,168	5,000	95,839

TABLE 5: WEST BROMWICH TOWN CENTRE REGENERATION ESTIMATED TRADE DRAW (2016)

	ZONE 1	ZONE 2	ZONE 5	ZONE 7	ZONE 9	ZONE 10	ZONE 12	ZONE 13	ZONE 14	ZONE 15	ZONE 16	ZONE 17	ZONE 21	ZONE 23	ZONE 31	ZONE 32	ZONE 37	ZONE 54	TOTAL
DRAW FROM ZONES (%)	0.4	7.7	0.4	3.5	0.2	1.1	3.2	12.0	14.5	8.2	20.8	13.4	0.2	6.9	0.2	5.5	1.7	0.2	**100**
ADJUSTED (%)	0.4	9.7	0.4	4.3	0.2	1.1	3.2	13.3	14.5	10.2	10.0	16.8	0.2	8.2	0.2	5.5	1.7	0.2	**100**
DRAW FROM ZONES (£m)	704	17,734	778	7,951	368	1,945	5,879	24,399	26,521	18,795	18,361	30,748	387	14,974	326	10,172	3,041	366	**183,450**
MARKET SHARE UPLIFT (%)	0.4	6.2	0.8	9.6	0.4	2.1	9.9	47.5	19.0	23.3	30.8	42.8	0.5	14.2	0.4	9.1	5.0	0.4	

TABLE 6: OLDBURY JUNCTION ESTIMATED TRADE DRAW (2016)

	ZONE 1	ZONE 2	ZONE 5	ZONE 7	ZONE 9	ZONE 10	ZONE 12	ZONE 13	ZONE 14	ZONE 15	ZONE 16	ZONE 17	ZONE 21	ZONE 23	ZONE 31	ZONE 32	ZONE 37	ZONE 54	TOTAL
DRAW FROM ZONES (%)	2.6	0.7	2.9	0.7	2.5	0.0	9.5	6.8	24.8	27.3	8.5	4.6	1.2	7.8	0.0	0.0	0.2	0.0	**100**
ADJUSTED (%)	2.8	0.7	2.9	0.7	2.9	0.0	11.8	6.8	31.0	19.8	6.8	4.6	1.2	7.8	0.0	0.0	0.2	0.0	**100**
DRAW FROM ZONES (£m)	2,668	672	2,797	684	2,805	0	11,326	6,514	29,711	19,011	6,501	4,392	1,115	7,429	0	0	213	0	**95,839**
MARKET SHARE UPLIFT (%)	1.6	0.2	2.8	0.8	3.3	0.0	19.1	12.7	21.3	23.6	10.9	6.1	1.4	7.1	0.0	0.0	0.4	0.0	

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TABLE 7: COMPARISON GOODS MARKET SHARES IN WEST BROMWICH'S CATCHMENT AREA (WITH DEVELOPMENT IN WEST BROMWICH & OLDBURY)

Centre / Zone	ZONE 1	ZONE 2	ZONE 5	ZONE 7	ZONE 9	ZONE 10	ZONE 12	ZONE 13	ZONE 14	ZONE 15	ZONE 16	ZONE 17	ZONE 21	ZONE 23	ZONE 31	ZONE 32	ZONE 37	ZONE 54
West Bromwich	**0.6**	**8.4**	**1.1**	**12.9**	**0.6**	**3.0**	**12.2**	**64.0**	**24.7**	**28.4**	**58.2**	**57.6**	**0.7**	**18.9**	**0.5**	**13.0**	**7.2**	**0.6**
Oldbury	**2.9**	**0.4**	**5.2**	**1.5**	**5.7**	**0.0**	**32.1**	**16.5**	**35.8**	**50.7**	**16.3**	**7.2**	**2.6**	**12.1**	**0.0**	**0.0**	**0.7**	**0.0**
Walsall	0.0	1.8	0.2	10.7	0.0	0.0	0.0	0.0	0.0	0.2	0.8	6.3	0.2	1.3	51.8	28.5	33.8	0.0
Brierley Hill	4.8	1.5	20.8	0.4	42.4	47.8	25.4	0.3	3.4	1.4	1.0	0.2	61.8	16.4	0.3	3.2	1.3	1.1
Sandwell 'Other'	1.4	1.6	0.6	8.1	0.4	0.3	0.0	0.1	0.6	0.2	0.6	3.0	0.1	7.0	9.7	20.8	10.2	0.6
Wednesbury	0.0	0.8	0.3	0.3	0.4	0.6	0.0	0.4	0.6	0.2	3.2	3.5	0.0	3.6	5.0	8.6	2.5	1.2
Great Bridge	0.4	0.0	0.0	0.8	0.0	0.0	0.0	0.5	1.0	0.4	4.4	2.3	0.0	4.5	0.0	0.5	0.0	0.0
Bearwood	7.1	0.6	3.4	0.2	0.0	0.8	0.1	9.6	8.0	0.6	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.3	0.2	0.3	0.5	1.8	4.5	3.9	0.3	57.7
Birmingham	41.3	27.4	24.3	16.1	7.9	3.2	0.7	1.0	1.5	0.6	0.4	0.5	1.9	0.9	5.1	1.6	13.8	1.3
Varies	9.2	11.1	7.8	9.5	12.1	9.1	7.8	0.9	5.9	5.4	13.4	11.7	9.9	16.7	11.0	10.5	11.0	15.8
SUB-TOTAL	**67.7**	**53.5**	**63.6**	**60.4**	**69.5**	**64.8**	**78.6**	**93.2**	**82.0**	**88.4**	**98.7**	**93.6**	**77.8**	**83.2**	**87.9**	**90.6**	**80.8**	**78.3**
OTHER	32.3	46.5	36.4	39.5	30.6	35.2	21.4	6.8	18.0	11.6	1.3	6.4	22.2	16.7	12.1	9.4	19.2	21.8
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.1**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

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TABLE 8: COMPARISON GOODS EXPENDITUIRE IN WEST BROMWICH'S CATCHMENT AREA (£000) (2016) (WITH DEVELOPMENT IN WEST BROMWICH & OLDBURY)

Centre / Zone	ZONE 1	ZONE 2	ZONE 5	ZONE 7	ZONE 9	ZONE 10	ZONE 12	ZONE 13	ZONE 14	ZONE 15	ZONE 16	ZONE 17	ZONE 21	ZONE 23	ZONE 31	ZONE 32	ZONE 37	ZONE 54	TOTAL	OTHER ZONES	TOTAL
West Bromwich	**993**	**23,866**	**1,114**	**10,700**	**527**	**2,785**	**7,234**	**32,863**	**34,495**	**22,875**	**34,659**	**41,379**	**554**	**19,948**	**466**	**14,567**	**4,356**	**524**	**253,905**	**0**	**253,905**
Oldbury	**4,825**	**1,243**	**5,177**	**1,266**	**4,833**	**0**	**19,035**	**8,464**	**49,933**	**40,853**	**9,720**	**5,183**	**2,063**	**12,695**	**0**	**0**	**394**	**0**	**165,684**	**4,507**	**170,191**
Walsall	0	5,144	198	8,896	0	0	0	0	0	161	477	4,527	158	1,369	44,647	31,944	20,402	0	**117,924**	213,635	**331,559**
Brierley Hill	7,963	4,287	20,577	333	35,793	44,071	15,061	154	4,742	1,128	596	144	48,833	17,274	259	3,587	785	998	**206,584**	531,803	**738,387**
Sandwell 'Other'	2,323	4,573	595	6,734	338	277	0	51	837	161	358	2,156	79	7,373	8,360	23,314	6,157	545	**64,230**	6,181	**70,411**
Wednesbury	0	2,286	297	249	338	553	0	180	837	161	1,907	2,515	0	3,792	4,310	9,639	1,509	1,089	**29,663**	20,080	**49,744**
Great Bridge	664	0	0	665	0	0	0	231	1,395	322	2,622	1,653	0	4,740	0	560	0	0	**12,852**	929	**13,781**
Bearwood	11,861	1,589	3,353	157	0	698	45	4,903	11,149	468	110	651	0	0	0	0	0	0	**34,984**	294	**35,278**
Wolverhampton	0	0	0	0	0	0	205	0	656	249	107	236	411	1,891	3,839	4,384	205	52,371	**64,554**	574,829	**639,384**
Birmingham	68,583	78,406	24,052	13,356	6,690	2,943	419	521	2,136	514	264	382	1,519	988	4,405	1,786	8,322	1,201	**216,488**	295,486	**511,974**
Varies	15,179	31,581	7,735	7,898	10,184	8,390	4,625	462	8,228	4,352	7,986	8,408	7,823	17,590	9,481	11,769	6,640	14,295	**182,627**	448,266	**630,894**
SUB-TOTAL	**112,390**	**152,976**	**63,098**	**50,255**	**58,704**	**59,717**	**46,625**	**47,828**	**114,407**	**71,246**	**58,806**	**67,233**	**61,440**	**87,660**	**75,766**	**101,551**	**48,768**	**71,023**	**1,349,495**	**2,096,010**	**3,445,506**
OTHER	53,560	132,941	36,073	32,874	25,859	32,490	12,682	3,509	25,082	9,358	803	4,628	17,578	17,637	10,405	10,506	11,587	19,742	**457,313**	1,618,414	**2,075,727**
TOTAL	**165,950**	**285,918**	**99,171**	**83,129**	**84,563**	**92,208**	**59,307**	**51,336**	**139,489**	**80,604**	**59,609**	**71,861**	**79,018**	**105,298**	**86,171**	**112,057**	**60,355**	**90,765**	**1,806,808**	**3,714,425**	**5,521,233**

BLACK COUNTRY
CENTRES STUDY 2009

IMPACT ASSESSMENT

TABLE 9: IMPACT OF DEVELOPMENTS IN WEST BROMWICH AND OLDBURY ON TRADE DRAW

		TOTAL TURNOVER FROM SURVEY AREA (BEFORE INFLOW) 2009 (£000) BASE POSITION	FORECAST TURNOVER FROM SURVEY AREA 2016 (£000) NO NEW DEVELOPMENT	FORECAST TURNOVER FROM SURVEY AREA 2016 (£000) WITH WEST BROMWICH & OLDBURY JUNCTION	IMPACT OF WEST BROMWICH REDEVELOPMENT & OLDBURY JUNCTION ON TURNOVER 2016 (£000)	
					£000	%
1	West Bromwich	68,787	79,277	253,905	174,628	220.3
2	Oldbury	74,780	86,042	170,191	84,149	97.8
3	Walsall	292,767	343,096	331,559	-11,537	-3.4
4	Brierley Hill	705,027	809,697	738,387	-71,310	-8.8
5	**Sandwell 'Other'**	**138,296**	**96,729**	**70,411**	**-26,318**	**-27.2**
6	Wednesbury	43,445	50,733	49,744	-990	-2.0
7	Great Bridge	12,124	14,176	13,781	-396	-2.8
8	Bearwood	32,273	36,304	35,278	-1,026	-2.8
9	Wolverhampton	552,211	646,964	639,384	-7,581	-1.2
10	**Birmingham**	**532,283**	**607,591**	**511,974**	**-95,617**	**-15.7**
11	Varies	566,853	654,948	630,894	-24,055	-3.7
	SUB-TOTAL	**3,018,847**	**3,425,557**	**3,445,506**	**-**	**-**
12	OTHER	1,762,648	2,095,676	2,075,727	-19,949	-1.0
	TOTAL	**4,781,495**	**5,521,233**	**5,521,233**	**-**	**-**

Wolverhampton Non-Strategic Centres	Current Position in Hierarchy	Retail Offer / Performance		Current State of Health	Catchment Area		Trade Leakage / Competing Centres		Other Uses (UK Average No. service units: 46%)	Development Opportunity Sites	Development Potential / Recommendations	Other Issues	Policy Recommendations		
		Convenience	Comparison		Convenience	Comparison	Convenience	Comparison					Position in Hierarchy	Town Centre Boundary	Retail Frontages
Bilston	Town Centre	Morrisons anchor foodstore. Local Market. £63.2m t/o	£38m t/o - £4,421 per sqm. **Strong** performance	Vital and viable	**Plan 17.** Reasonably tight catchment area. Strongest market share in location **Zone 47.** Also strong trade draw from adjacent Zones 49, 51, 42, 46, 23 and 50.	**Plan 42**. Wide but diluted catchment area. Greatest influence in location **Zone 47** and adjacent Zone 42	Greatest leakage to the out of centre **Asda in Tipton**, Sandwell. Modest leakage to the out of centre Tesco on Birmingham Road, Dudley; the Asda in Darlaston; and, to a lesser extent, the Asda at Great Bridge.	Greatest leakage to **Wolverhampton** city centre and to a lesser extent Brierley Hill. Some leakage to 'Other' provision in Wolverhampton and Sandwell.	39.2% service units Post Office, Bank/Building Society, Chemist, Optician, Travel/Estate Agents, Food & Drink outlets, Bookmakers, Mecca Bingo, Amusement Arcade, Doctors, Dentist	Vacant Woolworths unit; vacant site at junction between Church Street, High Street and Dudley Street former; Bilston Urban Village/High Street Link; Orchard area; Market Way and the markets; & Western Gateway. Possible extensions to existing foodstores	Identified development site is located within the **primary shopping area** and therefore represents a sequentially preferable site for proposals involving A1 retail uses. In the first instance, A1 retail uses should be sought on this site although it would be appropriate to adopt a criteria-based approach to permitting uses other than A1 retail.	There are several vacant units distributed across the centre, some of which are in a very poor condition and should be prioritised for improvement.	No Change	No Change	No Change
Wednesfield	Village Centre	Sainsbury's anchor foodstore. £60.7m t/o	£6.3m t/o - £2,730 per sqm Reasonable performance	Vital and viable **but potentially vulnerable**	**Plan 18.** Reasonably tight catchment area. Greatest market share in location **Zone 44** and adjacent Zones 42, 45 and 43	**Plan 43.** Reasonably wide catchment area in north of survey area but diluted. Greatest influence in location **Zone 44**	Greatest leakage to foodstores in **Wolverhampton city centre**, particularly the **Asda on Molineux Way**. Moderate leakage to the Asda stores in Darlaston and Bloxwich.	Greatest leakage to **Wolverhampton** and **'Other'** provision **in Wolverhampton** and **Sandwell** boroughs. Marginal leakage to some other centres in the Black Country and Birmingham and Telford.	**52.7%** service units Post Office, Bank/Building Society, Chemist, Optician, Travel/Estate Agents, Food & Drink outlets, Amusement Arcade, Bookmakers Library	Vacant Woolworths unit. Improved integration between High Street, Sainsbury's & Bentley Bridge through Wednesfield Link Project. Possibility to extend existing stores	Maintain status quo and support future opportunities to recycle existing units and identified development opportunities.	The centre is situated in very close proximity to Bentley Bridge Retail and Leisure Park, which should play a complementary rather than a competing relationship with Wednesfield Centre particularly through encouraging linked trips. The Council should seek to maintain and enhance the centre through exploring opportunities to provide integration between the PSA from the High Street to the Sainsbury's Store through the Wednesfield Link Project and to the entrance of the mall units of the Bentley Bridge Retail Park.	No Change	No Change	No Change

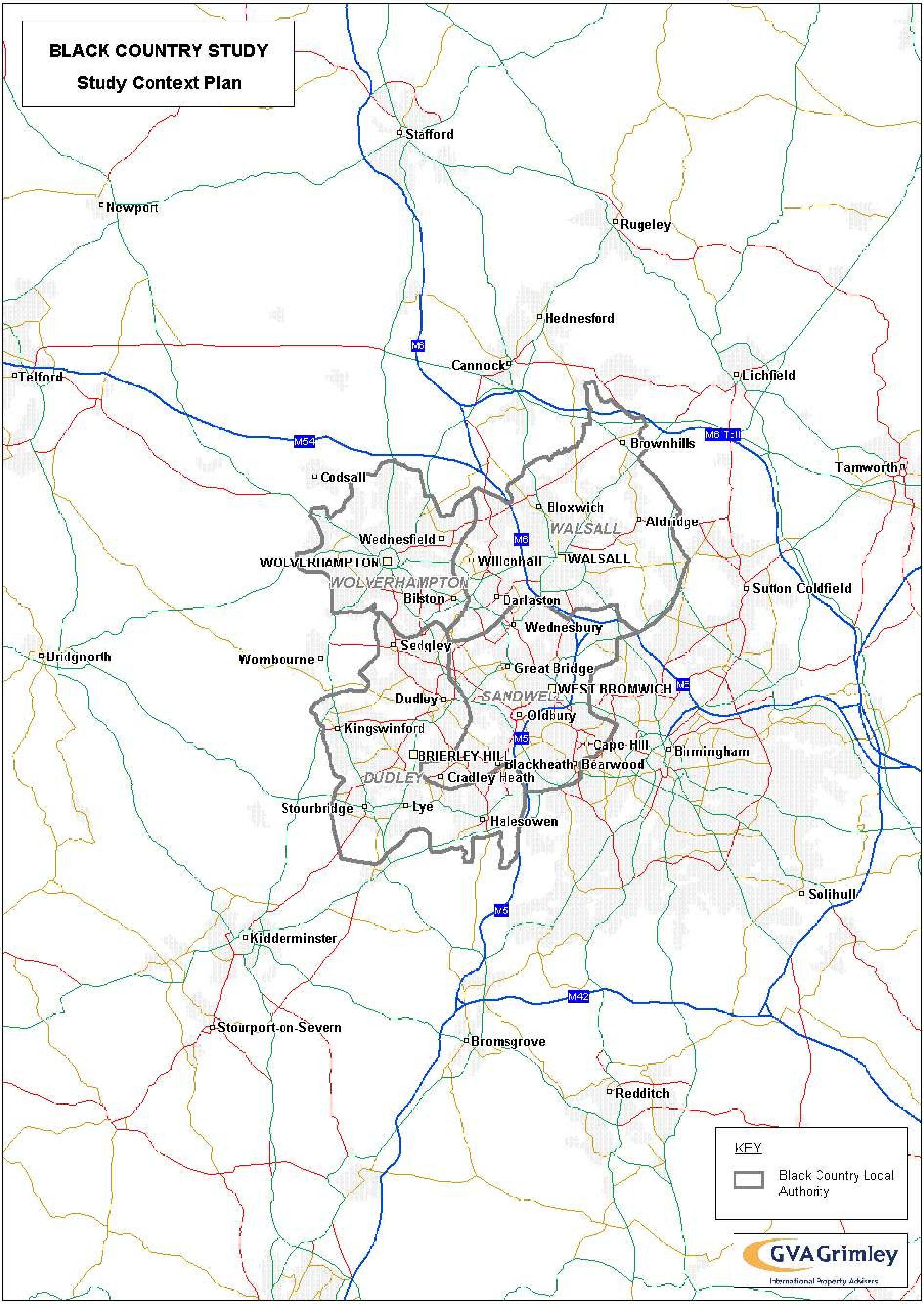
Walsall Non-Strategic Centres	Current Position in Hierarchy	Retail Offer / Performance		Current State of Health	Catchment Area		Trade Leakage / Competing Centres		Other Uses (UK Average No. service units: 46%)	Development Opportunity Sites	Development Potential / Recommendations	Other Issues	Policy Recommendations		
		Convenience	Comparison		Convenience	Comparison	Convenience	Comparison					Position in Hierarchy	Town Centre Boundary	Retail Frontages
Aldridge	District Centre	Morrisons anchor foodstore. £45.3m t/o	£13m t/o - £3,165 per sqm Reasonable performance	Vital and viable	**Plan 19.** Tight catchment area. Greatest market share in location **Zone 41** and adjacent Zones 36 and 18	**Plan 44.** Reasonably tight catchment area. Greatest influence in location **Zone 41**	Greatest leakage to **Tesco, Brownhills**. Moderate leakage to foodstores in Walsall town centre and 'Other' stores in Walsall Borough.	Greatest leakage to **Walsall town centre**. Some leakage to 'Other' provision in Walsall and Sandwell and Birmingham city centre.	49.1% service units Post Office, Bank/Building Society, Chemist, Optician, Travel/Estate Agents, Food & Drink outlets, Gala Bingo (subject to closure), Bookmakers Dentist, Vets, Dance School Council Offices, Government Building, Emergency Services	UDP allocations: AL4 The Precinct & AL5 Land at High Street / Little Aston Road	Identified opportunity sites are located within the **primary shopping area** and therefore represent sequentially preferable sites for proposals involving A1 retail uses. In the first instance, A1 retail uses should be sought on these site although it would be appropriate to adopt a criteria-based approach to permitting uses other than A1 retail.		No Change	No Change	No Change
Bloxwich	District Centre	Asda anchor foodstore. £43.1m t/o	£8.1m t/o - £1,084 per sqm **Weak** performance	Vital and viable but **scope to improve**	**Plan 20.** Tight catchment area with greatest market share in **Zone 35** and adjacent Zones 31, 45 and 48	**Plan 45.** Reasonably tight but diluted catchment area. No strong market share in any one zone	Greatest leakage to **Tesco, Brownhills** and **'Other'** stores **in Walsall borough**. Moderate trade leakage from Zone 35 to Walsall town centre, and to a lesser extent, the Morrisons in Aldridge.	Greatest leakage to **Walsall town centre**. Moderate leakage to 'Other' provision in Walsall and Sandwell, Birmingham city centre, Wednesbury and Wolverhampton city centre.	47.6% service units Post Office, Bank/Building Society, Optician, Travel/Estate Agents, Food & Drink outlets, Bookmakers, Sports Club, Community Centre, Dentist, Vets	BX6II Asda extension (UDP allocation)	There is opportunity for an extension to the Asda foodstore, allocated in current policy and may be carried forward through the JCS. The store is currently outdated and modernisation of the store should be encouraged. The Council should maintain and, where possible, seek to enhance linkages between the store and the primary shopping area to the north of the store to facilitate and encourage linked trips.		No Change	No Change	No Change
Brownhills	District Centre	Tesco anchor foodstore. £48.4m t/o	£7.9m t/o - £1,429 per sqm **Weak** performance	Vital and viable	**Plan 21.** Reasonably tight catchment area, very strong market share in location Zone 40. Draws reasonable level of trade from Zones 35, 41 and 39	**Plan 46.** Reasonably tight catchment area. Greatest influence in location **Zone 40**	Moderate leakage to stores in **Walsall town centre**.	Greatest leakage to **Walsall town centre**. Moderate leakage to 'Other' provision in Walsall, Birmingham city centre and Brierley Hill.	44.9% service units Bank/Building Society, Travel/Estate Agents, Optician, Launderette Food & Drink outlets Bookmakers, Video Rental Doctors, Dentist	UDP allocations: BR8I & BR8II Tesco expansion and potential Lidl Also former market site to rear of Tesco.	Identified opportunity sites are located within the **primary shopping area** and therefore represent sequentially preferable sites for proposals involving A1 retail uses. In the first instance, A1 retail uses should be sought on these site although it would be appropriate to adopt a criteria-based approach to permitting uses other than A1.		No Change	No Change	No Change
Darlaston	District Centre	Asda anchor foodstore. £44.6m t/o	£5.6m t/o - £2,212 **Weak** performance	Vital and viable but **scope to improve**	**Plan 22.** Tight catchment area with greatest market share in **Zone 32** and adjacent Zones 45, 46, 31 and 47	**Plan 47.** Reasonably tight but diluted catchment area. No strong market share in any one zone	Greatest leakage to the **Morrisons in Wednesbury**. Moderate leakage to foodstores in Walsall town centre, 'Other' foodstores in Walsall borough (predominantly the Tesco on Owen Road); and the Asda at Great Bridge.	Greatest leakage to **Walsall town centre** and **Gallagher Retail Park** in Sandwell. Moderate leakage to Wednesbury, Brierley Hill, Wolverhampton city centre, West Bromwich and 'Other' provision in Walsall.	43.2% service units Post Office, Bank/Building Society, Chemist, Estate Agent, Food & Drink outlets, Bookmakers, Leisure Centre, Library, Dentist, Doctors, Vets, Council Offices	None	Maintain status quo and support future opportunities to recycle existing units.		No Change	No Change	No Change
Willenhall	District Centre	Somerfield anchor foodstore. £12.8m t/o	£9.9m t/o - £2,178 per sqm **Weak** performance	**In Decline. Needs to improve**	**Plan 23.** Tight catchment area with greatest market share in location **Zone 46** and adjacent Zone 45	**Plan 48.** Reasonably tight catchment area. Greatest influence in location **Zone 46**	Greatest leakage to **'Other'** foodstores in **Walsall**, mainly the **Tesco on Owen Road**. Similar level of leakage to the Asda in Darlaston and the Morrisons in Bilston. Some modest trade draw from Zone 46 to foodstores in Wednesfield and, to a lesser extent, Walsall town centre.	Greatest leakage to **Wolverhampton city centre** and **Walsall town centre**. Moderate leakage to Gallagher Retail Park in Sandwell and 'Other' provision in Wolverhampton and Walsall.	47% service units Post Office, Bank/Building Society, Optician, Travel/Estate Agent, Food & Drink outlets, Library, Dance School	UDP allocation: WH4 vi	Planning consent for major new development comprising new Morrisons foodstore and unit shops.	The centre at present is in a state of decline, however we would expect the delivery of the Morrison's development and associated regeneration to counteract this. The Council should continue to support and, where possible, facilitate the redevelopment of the centre.	No Change	No Change	No Change

Sandwell Non-Strategic Centres	Current Position in Hierarchy	Retail Offer / Performance		Current State of Health	Market Share / Catchment Area		Trade Leakage / Competing Centres		Other Uses (UK Average No. service units: 46%)	Development Sites	Development Options / Recommendations	Other Issues	Policy Recommendations		
		Convenience	Comparison		Convenience	Comparison	Convenience	Comparison					Position in Hierarchy	Town Centre Boundary	Retail Frontages
Bearwood	Town Centre	Somerfield anchor foodstore. £9.8m t/o	£32.3m t/o - £4,286 per sqm **Strong** performance (BUT poss. survey anomaly)	Vital and viable	**Plan 24.** Limited catchment area. Greatest but still relatively weak market share in location **Zone 13**	**Plan 49.** Reasonably tight catchment area in east of survey area. High market share in location **Zone 13** and adjacent Zones 1 and 14	Significant competition from foodstores in **Cape Hill** (predominantly the **Asda**) which have 44.7% market share in Zone 13. Moderate leakage to West Bromwich and Oldbury.	Greatest leakage to **Birmingham city centre** and, to a lesser extent, West Bromwich and Oldbury. Cape Hill and Brierley Hill also draw moderate trade from the centre's core catchment area.	49.2% service units Bank/Building Society, Travel/Estate Agents, Chemist, Optician, Dry Cleaners, Food & Drink outlets, Bookmakers, Snooker Hall, Fitness Centre, Social Club, Dentist	None	The centre is constrained by surrounding residential areas and there is little opportunity for further expansion. The Council should seek to maintain the current status quo and support future opportunities to recycle existing units.		No Change	No Change	No Change
Blackheath	Town Centre	Sainsbury's anchor foodstore. £54m t/o	£10.7m t/o - £2,330 per sqm **Weak** performance	Vital and viable but **scope to improve**	**Plan 25.** Limited catchment area. Very strong market share in location **Zone 12** and adjacent **Zone 9**. Reasonably strong trade draw from zones 11 and 10	**Plan 50.** Tight market share. Greatest influence in location **Zone 12**	Greatest leakage to the out of centre **Asda on Wolverhampton Road** and, to a marginal lesser extent, the Sainsbury's in Oldbury. Moderate leakage to the Tesco at Cradley Heath, the Asda at Great Bridge and the out of centre Tesco on Birmingham Road in Dudley borough.	Greatest leakage to **Brierley Hill**. Oldbury, Birmingham city centre and West Bromwich also draw a moderate level of trade from the centre's core catchment area.	45.8% service units Post Office, Bank/Building Society, Chemist, Optician, Food & Drink outlets, Bookmakers, Video Rental, Amusement Arcade Dentist	UDP allocations: BHPr5, BHPr11 & BHPr14	Allocated sites are located **within the town centre boundary** towards the fringes of the main shopping area and could therefore be considered appropriate for a **range of town centre uses**, however we would recommend a criteria-based approach to ensure development is complementary and suitable to the scale and function of the centre and will not unduly impact on the vitality and viability of the primary shopping area. In addition to identified opportunity sites there are also several larger vacant units within the PSA which represent sequentially preferable sites for new retail investment.		No Change	No Change	No Change
Cape Hill	Town Centre	Asda anchor foodstore. £44.3m t/o	£6.8m t/o - £681 per sqm **Weak** performance (BUT poss. survey anomaly)	Vital and viable	**Plan 26.** Reasonably limited catchment area. Strong market share in location **Zone 13** (more influential than Bearwood) and adjacent Zone 14	**Plan 51.** Tight catchment area. Greatest market share in location **Zone 13** (but less influence than Bearwood - possible survey error)	Moderate leakage to the **Tesco in West Bromwich** and the **Sainsbury's in Oldbury**.	Greatest leakage to **Birmingham city centre**, **West Bromwich** and **Oldbury**. Bearwood and Brierley Hill also draw moderate trade from the centre's core catchment area.	36.9% service units Post Office, Bank/Building Society, Travel/Estate Agent, Optician, Launderette, Food & Drink outlets, Bookmakers, Amusement Arcade Dentist	None	Maintain status quo and support future opportunities to recycle existing units.		No Change	No Change	No Change
Cradley Heath	Town Centre	Tesco Extra anchor foodstore. £30.6m t/o (BUT poss. Tesco not yet fully established as shopping destination)	£11.5 t/o - £2,146 per sqm **Weak** performance	Vital and viable but **scope to improve**	**Plan 27.** Reasonably wide catchment area strongest draw from location **Zone 11** and adjacent Zones 10 and 21	**Plan 52.** Reasonably wide but diluted catchment area. Greatest market share in location **Zone 11**	Greatest leakage to the **Sainsbury's in Blackheath** with some moderate leakage to foodstores at Brierley Hill.	High level of trade leaking to **Brierley Hill** (55% market share in Zone 11). Moderate leakage to 'Other' provision in Dudley and also Halesowen.	45.1% service units Post Office, Bank/Building Society, Chemist, Optician, Food & Drink outlets, Bookmakers, Amusement Arcade, Video Rental, Social Club Dentist, Doctors	Potential opportunity for redevelopment of Market Square	There is a potential opportunity site located within the primary shopping area which represents a sequentially preferable site for proposals involving A1 retail uses. In the first instance, A1 retail uses should be sought on these site although it would be appropriate to adopt a criteria-based approach to permitting uses other than A1. We consider scope to improve the Market hall facilities to help reinstate the centre's former role as a prominent market destination. The re-development of vacant units at this site has potential to	Parts of the centre where there are several vacant units, particularly towards the southern parts of High Street and around Market Square, should be prioritised for investment.	No Change	No Change	No Change
Great Bridge	Town Centre	Asda anchor foodstore. £60.7m t/o	£12.1m to/ - £1,965 per sqm **Weak** performance	Vital and viable	**Plan 28.** Reasonably wide catchment area with strongest market share in location **Zone 16** and adjacent Zones 17 and 23	**Plan 53.** Tight but diluted catchment area. No strong market share in any one zone	Greatest leakage of trade to the **Tesco in West Bromwich**. Moderate leakage to the Sainsbury's in Oldbury and the new Morrisons in Wednesbury.	Greatest leakage to **Brierley Hill** and **West Bromwich**. Moderate leakage to Oldbury, Gallagher Retail Park, Birmingham and, to a lesser extent, Wednesbury and Walsall.	**51.1%** service units Bank/Building Society, Optician, Chemist, Estate Agent, Dry Cleaner, Food & Drink outlets, Bookmakers, Amusement Arcade, Doctors	UDP allocations: GBPr1& GBPr8	GBPr1 is located within the centre's **Retail Core** and the Council should, in the first instance, set a preference for **A1 retail use** with a strict criteria-based approach to permitting uses other than A1 retail. GBPr8 is located on the edge of the Retail Core and would be considered suitable for a wider range of town centre uses.	The Council should seek to improve, where possible, linkages between the Retail Park and the traditional centre to facilitate linked trips.	No Change	No Change	No Change
Oldbury	Town Centre	Sainsbury's anchor foodstore. £54m t/o	£74.8m t/o - £5,671 per sqm **Strong** performance	Vital and viable	**Plan 29.** Greatest trade draw from location **Zone 15**. Strong trade draw from surrounding Zones 14, 12, 16 and 17	**Plan 54.** Reasonably wide but diluted catchment area. Greatest influence in location **Zone 15** and adjacent Zone 14	Greatest leakage to the out of centre **Tesco on Birmingham Road** in Dudley borough. Modest leakage to the out of centre Asda on Wolverhampton Road and the Asda at Great Bridge.	Greatest leakage to **Brierley Hill**. Moderate leakage to Dudley, West Bromwich, Birmingham and, to a lesser extent, Wolverhampton.	**73%** service units Post Office, Bank/Building Society, Chemist, Estate Agents Food & Drink outlets, Bookmakers, Mecca Bingo, Library Doctors, Council Offices	Oldbury Junction	Olbury Junction is an edge of centre site allocated for mixed use development. There is an outstanding consent for a mixed use scheme involving additional bulky-goods comparison retail floorspace, A3-A5 retail floorspace with community. leisure and recreational uses. We would advise the Council to **resist further comparison A1 floorspace at this site** to safeguard the future vitality and viability of Oldbury and, more critically, to avoid potential undermining of the strategy to enhance the role of nearby West Bromwich.	The traditonal 'high street' performs a limited retail function however, new A1 retail uses should continue to be encouraged to protect the vitality and viability of the centre in the face of new development coming forward at Oldbury Junciton.	No Change	No Change	No Change
Wednesbury	Town Centre	Morrisons anchor foodstore. £36.4m t/o	£43.4m t/o - £6,789 per sqm **Strong** performance	Vital and viable	**Plan 30.** Relatively tight catchment area. Greatest trade drawn from location **Zone 32** and adjacent Zones 17 and 16	**Plan 55.** Extensive but diluted market share. Greatest influence in location **Zone 32** and adjacent **Zone 31**	Moderate leakage to stores in **Walsall town centre** and **'Other'** foodstores in **Walsall borough** and the **Asda at Great Bridge.**	Greatest leakage to **Walsall town centre** and **Gallagher Retail Park** in Sandwell. Moderate leakage to Brierley Hill, Wolverhampton city centre, West Bromwich and 'Other' provision in Walsall.	45.9% service units Bank/Building Society, Chemist, Optician, Estate Agents, Food & Drink outlets, Bookmakers, Amusement Arcade, Mecca Bingo, Doctors, Health Centre, Vets	None	Maintain status quo and support future opportunities to recycle existing units.		No Change	No Change	No Change

Dudley Non-Strategic Centres	Current Position in Hierarchy	Retail Offer / Performance		Current State of Health	Catchment Area		Trade Leakage / Competing Centres		Other Uses (UK Average No. service units: 46%)	Development Opportunity Sites	Development Potential / Recommendations	Other Issues	Policy Recommendations		
		Convenience	Comparison		Convenience	Comparison	Convenience	Comparison					Position in Hierarchy	Town Centre Boundary	Retail Frontages
Dudley	Town Centre	Somerfield/Netto anchor foodstores. £19.1m t/o	£67.6m t/o - £3,146 per sqm Reasonable performance	Vital and viable	**Plan 31.** Relatively tight catchment area with greatest trade drawn from location **Zone 19** and adjacent Zone 21	**Plan 56.** Extensive catchment area covering most central and southern zones in survey area. Strong market share in location **Zone 19,** adjacent **Zone 21** and surrounding Zones 22, 23 and 15	Greatest leakage to **'Other'** foodstores in **Dudley borough**, particularly the **Tesco on Birmingham Road**; and foodstores at **Brierley Hill**. Moderate leakage to the out of centre Asda in Tipton; the Co-op in Sedgely; and the Asda at Great Bridge.	Greatest leakage to **Brierley Hill**. Moderate leakage to Wolverhampton but only marginal leakage to certain other centres in the Black Country.	40.1% service units Post Office, Bank/Building Society, Chemist, Optician, Travel/Estate Agents, Food & Drink outlets **(Pub/Club offer - 2.4% market share)** Bookmakers, Amusement Arcade, Gala Bingo, Dentist, Council Offices Tourist attractions - Dudley Zoo & Castle	UDP allocation: DTC2 (xii) King Street/Flood Street	We have identified a deficiency in the current convenience goods offer in Dudley and **recommend a new anchor foodstore** is provided in the town centre. The current comparison shopping role is more value/discounter orientated but there may be potential for a step-change with the reconguration of existing retail units to attract other key traditional high-street opertors.		No Change	No Change	Potential extension to include frontage of new development at King Street/Flood Street
Halesowen	Town Centre	Asda anchor foodstore. £25.1m t/o	£35.3m t/o - £3,212 per sqm Reasonable performance	Vital and viable	**Plan 32.** Tight catchment area, strong market share in location **Zone 10** and adjacent Zones 9 and 5	**Plan 57.** Reasonably tight catchment area covering zones in south-east of survey area. Strong market share in location **Zone 10** and adjacent Zone 9	Similar modest levels of leakage to the **Sainsbury's in Blackheath**, the **Tesco at Cradley Heath** and foodstores at **Brierley Hill**.	Greatest leakage to **Brierley Hill**. Moderate leakage to Birmingham and 'Other' provision in Dudley borough.	38.9% service units Post Office, Bank/Building Society, Chemist, Travel/Estate Agents, Optician, Food & Drink outlets, Bookmakers, Amusement Arcade, Dentist,	UDP allocations: HTC2 (i-v)	Comparison shopping should continue to be consolidated within the retail core and maintained through protected frontage policies. Other town centre uses would be considered more appropriate towards the edge of the town centre.		No Change	No Change	No Change
Kingswinford	District Centre	Somerfield anchor foodstore. £8.1m t/o	£9.2m t/o - £3,456 per sqm Reasonable performance	Vital and viable	**Plan 33.** Limited catchment area. Greatest trade draw in **Zone 25**	**Plan 58.** Reasonable market share in location **Zone 25** but otherwise minimal influence over reasonably limited catchment area.	Greatest levels of trade leakage to **'Other'** foodstores in **Dudley borough,** (mainly the **Morrison's at Charterfield Shopping Centre**), and foodstores at **Brierley Hill**.	Greatest leakage to **Brierley Hill** (59.5% market share in Zone 25). Moderate leakage to Dudley and to a lesser extent, Stourbridge.	**55.7%** service units Bank/Building Society, Chemist, Optician, Estate Agents Food & Drink outlets, Bookmakers, Library	None	Maintain status quo and support future opportunities to recycle existing units.		**Option to redesignate to lower tier** based on size and more limited function.	No Change	No Change
Lye	District Centre	No anchor foodstore. £0.2m t/o	£0.5m t/o - £276 per sqm **Weak** performance	**Needs to improve or be relegated to lower tier in retail heirachy**	**Plan 34.** Limited influence in location Zone 28	**Plan 59.** Limited catchment area drawing minimal trade from just three zones: Location Zone 28 and Zones 26 and 9.	Greatest levels of trade leakage to foodstores in **Brierley Hill**. Moderate leakage to the Waitrose in Stourbridge and the out of centre Sainsbury's on Sandringham Way.	Greatest leakage to **Brierley Hill** (57.2% market share in Zone 28). Moderate leakage to Stourbridge and Birmingham.	**57%** service units Post Office, hair/beauty Salon, Food & Drink outlets	Site bound by Lye by-pass, Jackson Street and Clinic Drive	The idenified opportunity site is situated within the centre boundary to the rear of existing units on the high street. There is developer interest and existing policy support for a **new foodstore** which would meet the identified deficiency in the centre and should conitnue to be supported through the JCS.	The centre is currently performing a more local role compared to other non-strategic centres. There is opportunity for a new foodstore in the centre which we improve the overall offer however, the Council should continue to monitor the role of the centre closely and consider future scope to redesignate it to the lower tier in the hierarchy.	**Option to redesignate to a lower tier** based on size and more limited function. Also dependent on delivery of foodstore development.	No Change	No Change
Sedgley	District Centre	Co-op anchor store. £18.7m t/o	£15.9m t/o - £10,543 per sqm **Strong** performance (BUT likely survey anomaly)	Vital and viable	**Plan 35.** Tight catchment area, strong market share in location **Zone 22** but marginal influence over immediate surrounding zones.	**Plan 60.** Strong market share in location **Zone 22** but otherwise rather limited and diluted catchment are	Greatest leakage to **'Other'** foodstores in **Dudley borough**, particularly the **Tesco on Birmingham Road** and the **Morrisons at Charterfield shopping centre**. Moderate trade leakage to the Asda in Tipton and foodstores at Brierley Hill. Marginal trade leakage to other centres in the Black Country including Wolverhampton city centre, Great Bridge, Bilston and 'Other' provision in Wolverhampton borough.	Greatest leakage to **Brierley Hill** and **Wolverhampton city centre**. Moderate leakage to Dudley and, to a lesser extent, 'Other' provision in Wolverhampton.	**62.4%** service units Post Office, Bank/Building Society, Dry Cleaner, Estate Agents, Opticians, Travel/Estate agents, Food & Drink outlets	None	Maintain status quo and support future opportunities to recycle existing units.		**Option to redesignate to lower tier** based on size and more limited function.	No Change	No Change
Stourbridge	Town Centre	Waitrose anchor foodstore. £16.3m (but poss. underestimated by survey)	£40.1m t/o - £2,614 per sqm Reasonable performance	Vital and viable	**Plan 36.** Limited catchment area but strong market share in location **Zone 27** and adjacent Zones 26 and 28.	**Plan 61.** Reasonably tight catchment area in south-west part of survey area. Strong market share in location **Zone 27** and adjacent **Zone 26** and also Zone 28	Greatest levels of trade leakage to the out of centre **Sainsbury's on Sandringham Way** and foodstores in **Brierley Hill**.	Greatest leakage to **Brierley Hill** (56.2% market share in Zone 27). Moderate leakage to Birmingham.	44.8% service units Bank/Building Society, Chemist, Opticians, Travel/Estate Agents, Food & Drink outlets **(Pub/Club offer - 2.7% market share)** Bookmakers, Amusement Arcade, Leisure Centre Social Club, Library and Government Buildings	UDP allocation: STC2 (i-viii)	New retail investment should be directed towards the Crown Centre redevelopment currenlty underway and filling the remaining vacant units in the Ryemarket Centre. **Comparison shopping should continue to be consolidated within the retail core** and maintained through protected frontage policies. **Other town centre uses would be considered more appropriate towards the edge of the town centre.**		No Change	No Change	No Change

PLAN 1

BLACK COUNTRY STUDY AREA CONTEXT PLAN



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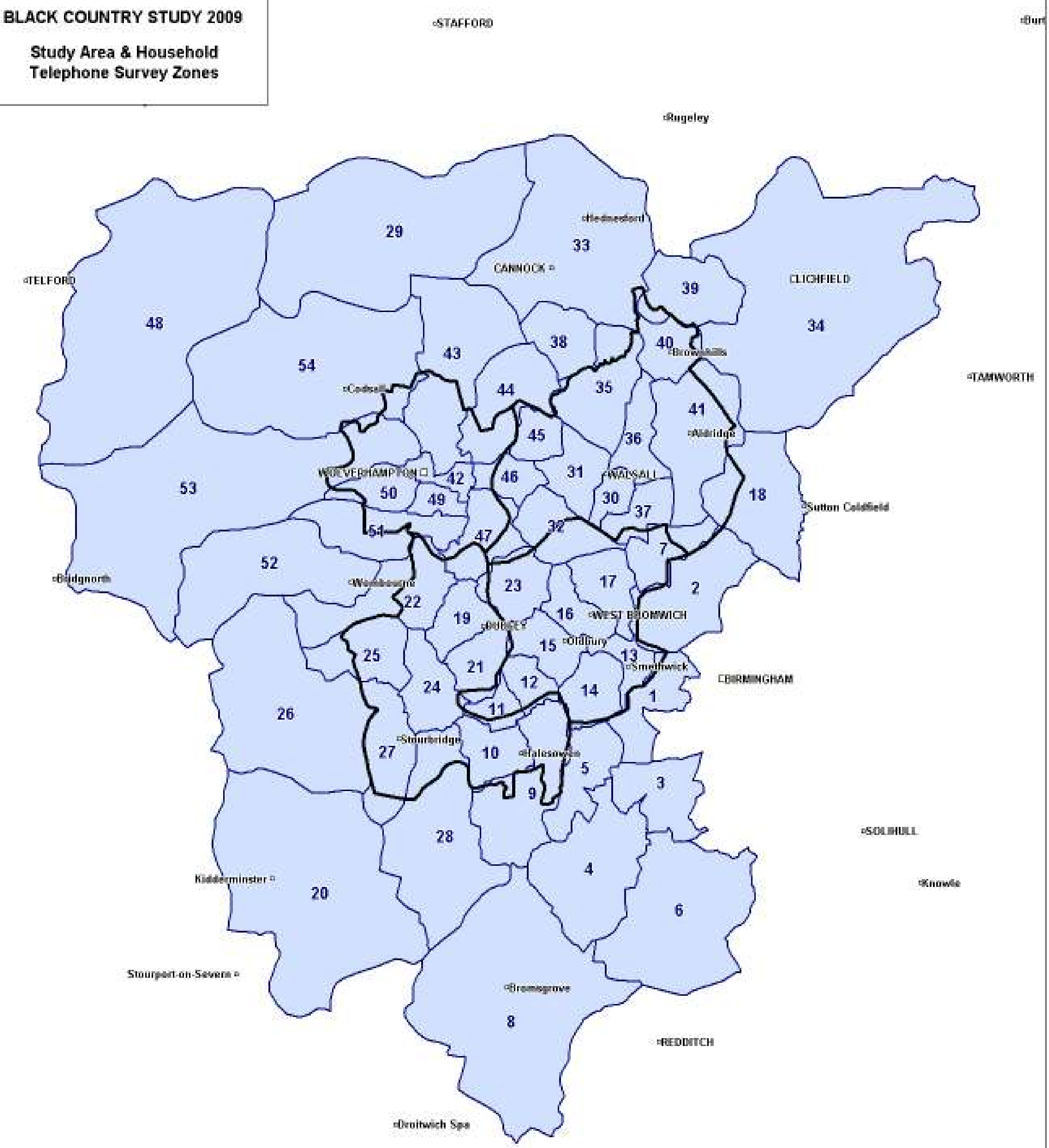
PLAN 2

HOUSEHOLD TELEPHONE SURVEY AREA ZONES

BLACK COUNTRY STUDY 2009

Study Area & Household Telephone Survey Zones



KEY

Household Survey Zone

Local Authority Boundary

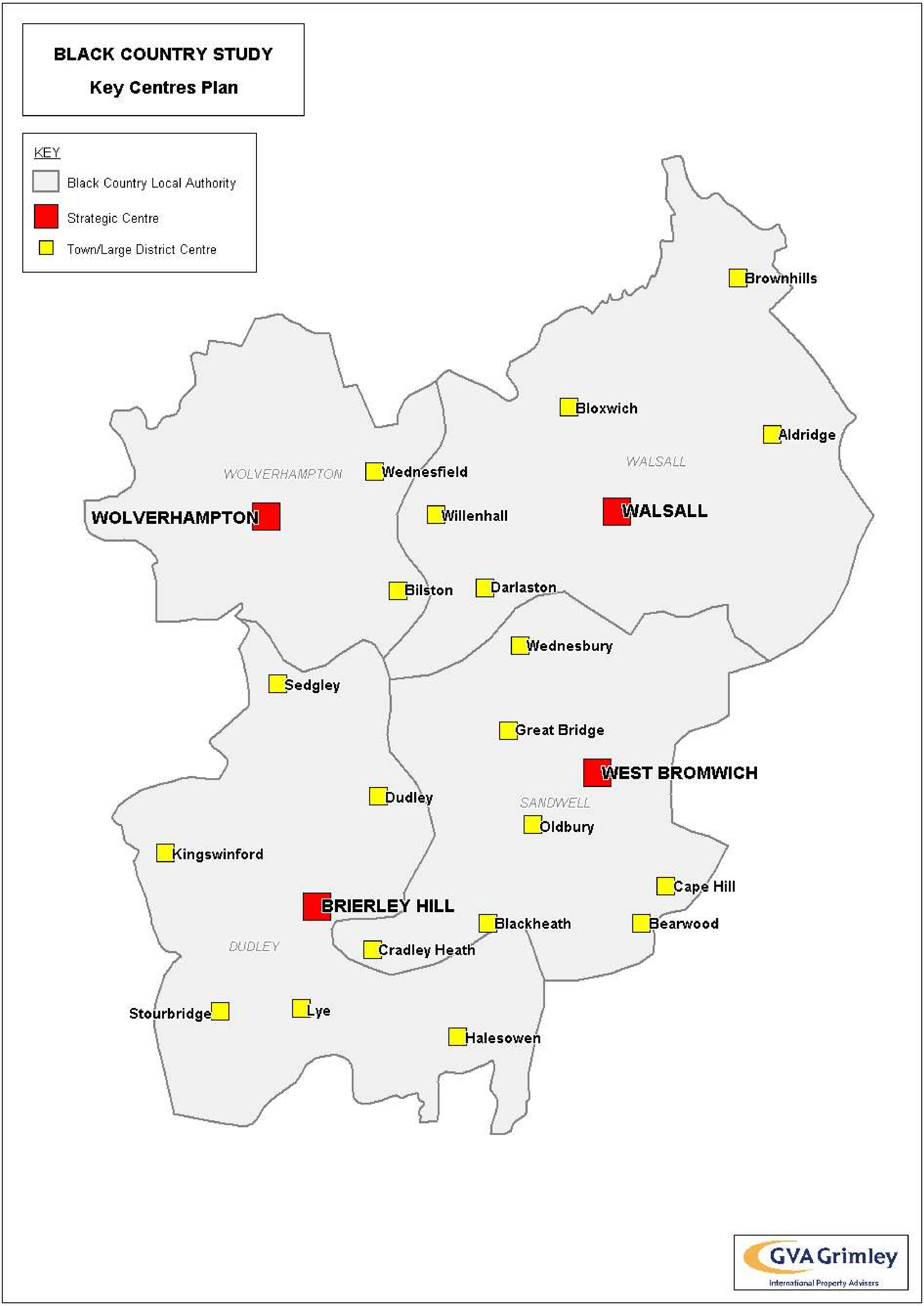
Postal Districts Comprising Zones

1	B16 / B17 / B18
2	B20 / B21 / B42 / B44
3	B29 / B30
4	B31 / B45
5	B32
6	B38 / B47 / B48
7	B43
8	B60 / B61
9	B62
10	B63
11	B64
12	B65
13	B66
14	B67 / B68
15	B69
16	B70
17	B71
18	B73 / B74
19	DY1
20	DY10 / DY11
21	DY2
22	DY3
23	DY4
24	DY5
25	DY6
26	DY7
27	DY8
28	DY9
29	ST19
30	WS1
31	WS2
32	WS10
33	WS11 / WS12
34	WS13 / WS14
35	WS3
36	WS4
37	WS5
38	WS6
39	WS7
40	WS8
41	WS9
42	WV1
43	WV10
44	WV11
45	WV12
46	WV13
47	WV14
48	TF11
49	WV2
50	WV3
51	WV4
52	WV5
53	WV6 / WV15 5 (Postal Sector)
54	WV7 / WV8 / WV9

GVA Grimley
International Property Advisors

PLAN 3

BLACK COUNTRY KEY CENTRES

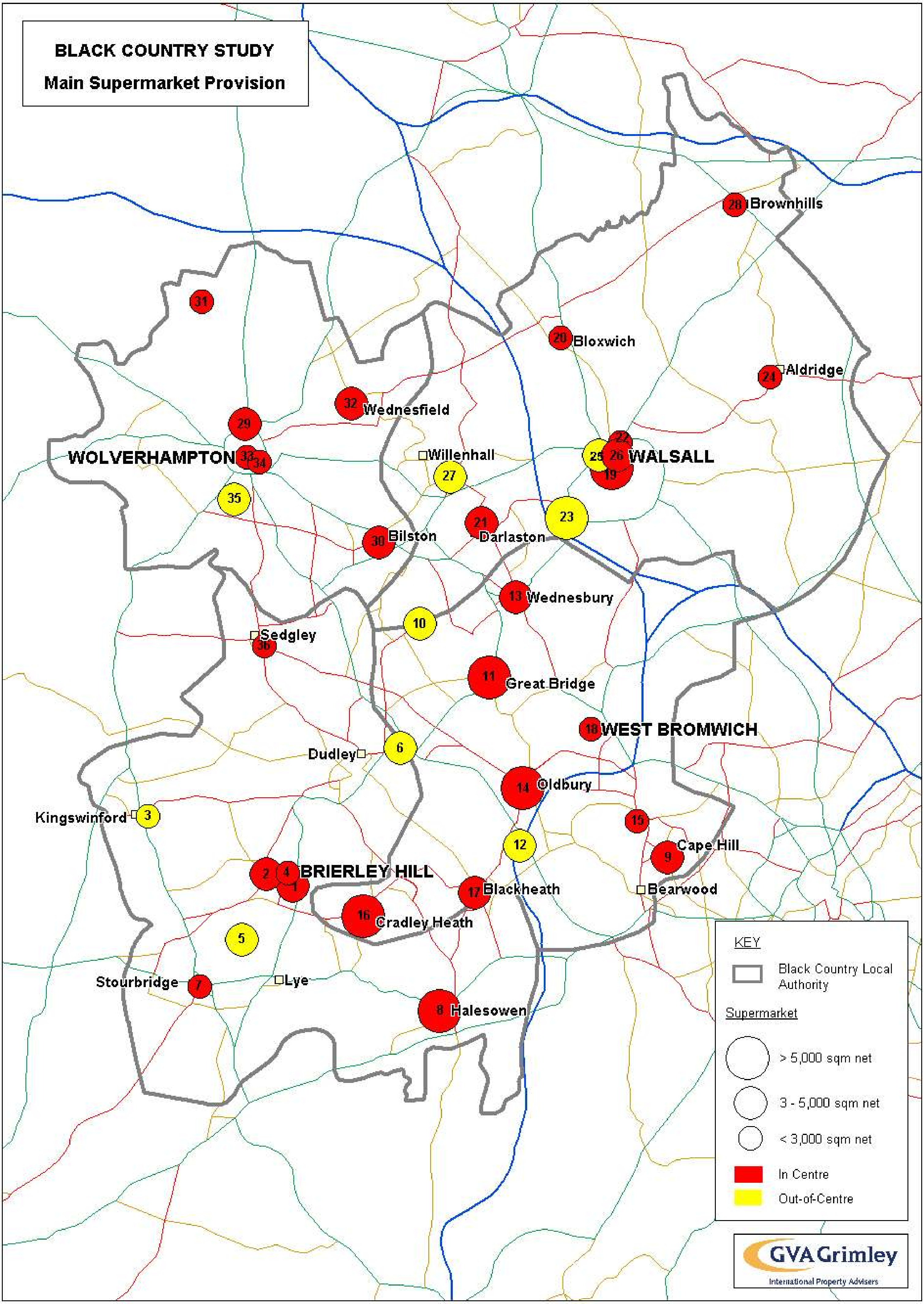

BLACK COUNTRY STUDY
Key Centres Plan
KEY
Black Country Local Authority
Strategic Centre
Town/Large District Centre
Brownhills
Bloxwich
Aldridge
WALSALL
WOLVERHAMPTON
Wednesfield
WOLVERHAMPTON
Willenhall
WALSALL
Bilston
Darlaston
Wednesbury
Sedgley
Great Bridge
WEST BROMWICH
Dudley
SANDWELL
Oldbury
Kingswinford
Cape Hill
BRIERLEY HILL
Blackheath
Bearwood
DUDLEY
Cradley Heath
Stourbridge
Lye
Halesowen
GVA Grimley
International Property Advisers

PLAN 4

BLACK COUNTRY MAIN FOODSTORE PROVISION

PLAN 4 REFERENCES

Reference Number	Store	Address
1	Asda	The Merry Hill Centre
2	Asda	Pearson St., Brierley Hill
3	Morrisons	Charterfield Shopping Centre, Kingswinford
4	J Sainsbury	The Merry Hill Centre
5	J Sainsbury	Sandringham Way, Brierley Hill
6	Tesco	Birmingham Road
7	Waitrose	Ryemarket, Stourbridge
8	Asda	Cornbow Centre, Halesowen
9	Asda	Windmill Lane, Cape Hill
10	Asda	Wednesbury Oak Road, Tipton
11	Asda	Brickhouse Lane South, Great Bridge
12	Asda	Wolverhampton Road, Oldbury
13	Morrisons	239 Holyhead Road, Wednesbury
14	J Sainsbury	Freeth St., Oldbury
15	Tesco	Tollgate Precinct, Smethwick
16	Tesco	Foxoak St., Cradley Heath
17	J Sainsbury	Halesowen St., Blackheath
18	Tesco	The Sandwell Centre, West Bromwich
19	Asda	George St., Walsall
20	Asda	Woodhall Street, Bloxwich
21	Asda	St. Lawrence Way, Darlaston
22	Morrisons	125 Lichfield St., Walsall
23	Morrisons	Wallows Lane, Walsall
24	Morrisons	Anchor Road, Aldridge
25	J Sainsbury	Reedswood Way, Walsall
26	Tesco	10 Old Square, Walsall
27	Tesco	Neptune Industrial Estate, Willenhall
28	Tesco	High Street, Brownhills
29	Asda	Molineux Way, Wolverhampton
30	Morrisons	Market Street, Bilston
31	Morrisons	Pendeford Park Shopping Centre, Pendford
32	J Sainsbury	Rookery St., Wednesfield
33	Tesco	The Gallery, Wolverhampton
34	J Sainsbury	20 St George's Parade, Wolverhampton
35	Waitrose	Marston Road, Wolverhampton

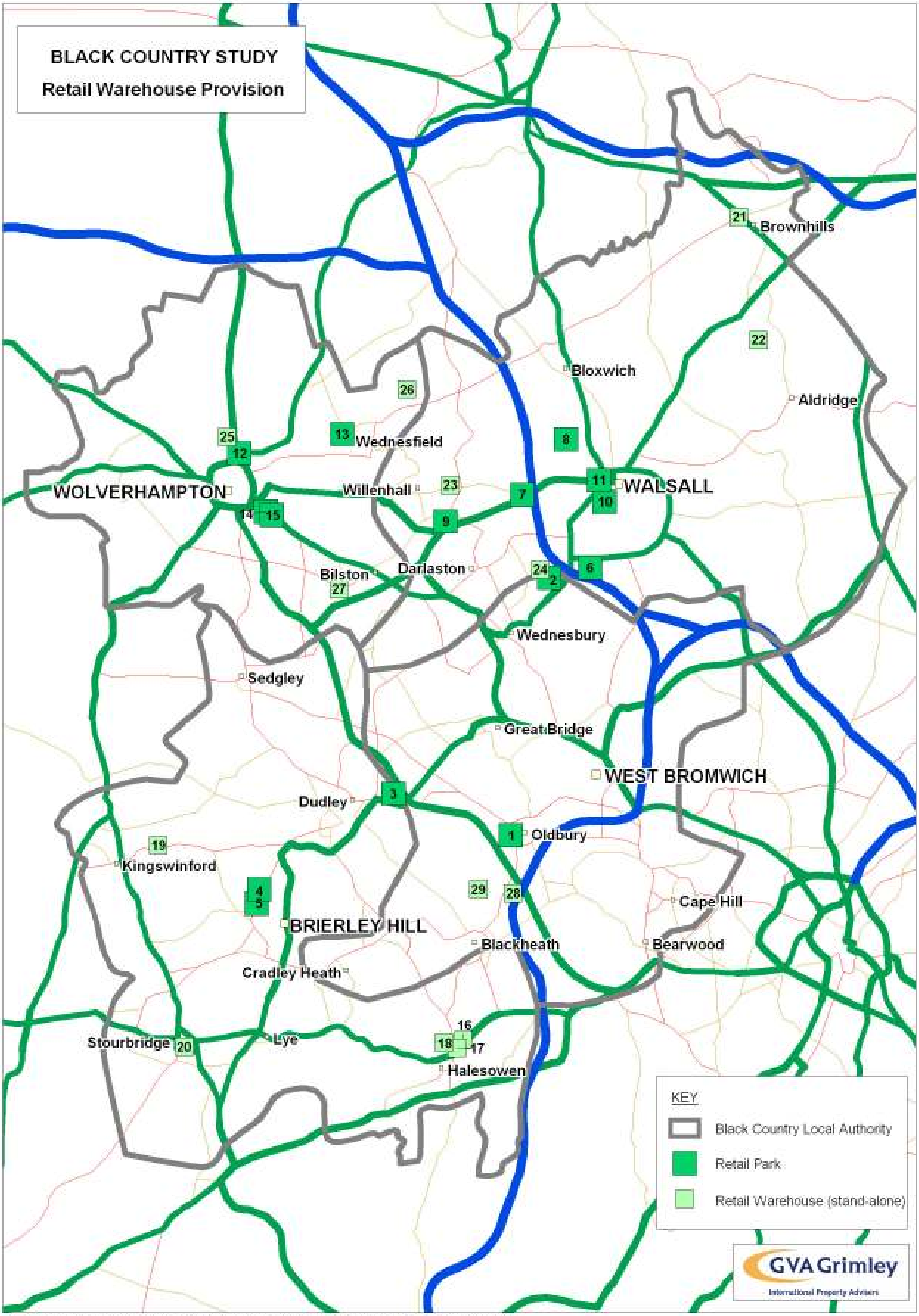

BLACK COUNTRY STUDY
Main Supermarket Provision
Brownhills
Bloxwich
Aldridge
Wednesfield
WOLVERHAMPTON
Willenhall
WALSALL
Bilston
Darlaston
Wednesbury
Sedgley
Great Bridge
WEST BROMWICH
Dudley
Oldbury
Kingswinford
Cape Hill
BRIERLEY HILL
Blackheath
Bearwood
Cradley Heath
Stourbridge
Lye
Halesowen
KEY
Black Country Local Authority
Supermarket
> 5,000 sqm net
3 - 5,000 sqm net
< 3,000 sqm net
In Centre
Out-of-Centre
GVA Grimley
International Property Advisers

PLAN 5

BLACK COUNTRY RETAIL WAREHOUSE PROVISION

PLAN 5 REFERENCES

Reference Number	Store	Address
1	Oldbury Green Retail Park	Oldbury Ringway
2	Gallagher Retail Park	Axletree Way
3	Towngate Retail Park	Burnt Tree Island
4	Oak Retail Park	Dudley Road
5	Port West	Dudley Road
6	Broadwalk Retail Park	Bescot Crescent
7	Junction 10 Retail Park	Bentley Mill Way
8	Reedswood Retail Park	Reedswood Way
9	Keyway Retail Park	Armstrong Way
10	Jerome Retail Park	Mildlans Road
11	Crown Wharf Retail Park	Wolverhampton Street
12	The Peel Centre Retail Park	Stafford Street
13	Bentley Bridge Retail Park	Wednesfield Way
14	Bilston Road Retail Park	Bilston Road
15	Mitre Retail Park	Bilston Road / Eagle Street
16	B & Q unit	Mucklow Hill
17	Wickes Unit	Prospect Road
18	Comet unit	91 - 107 Dudley Road
19	Focus unit	45 Dudley Road
20	B & Q unit	New Road
21	Focus unit	Ferrie Grove, High Street
22	Focus unit	Coppice Lane
23	Comet unit	Wallsall Road
24	IKEA	Park Lane
25	Wickes unit	West Street, Stafford Road
26	Focus unit	367 Lichfield Road
27	B & Q unit	Spring Vale Business Park
28	Toys R Us	Wolverhampton Road
29	Dunelm Mill	Birchley Industrial Estate


BLACK COUNTRY STUDY
Retail Warehouse Provision
WOLVERHAMPTON
WALSALL
WEST BROMWICH
BRIERLEY HILL
Brownhills
Bloxwich
Aldridge
Wednesfield
Willenhall
Bilston
Darlaston
Wednesbury
Sedgley
Great Bridge
Dudley
Oldbury
Kingswinford
Cape Hill
Bearwood
Blackheath
Cradley Heath
Stourbridge
Lye
Halesowen
1
2
3
4
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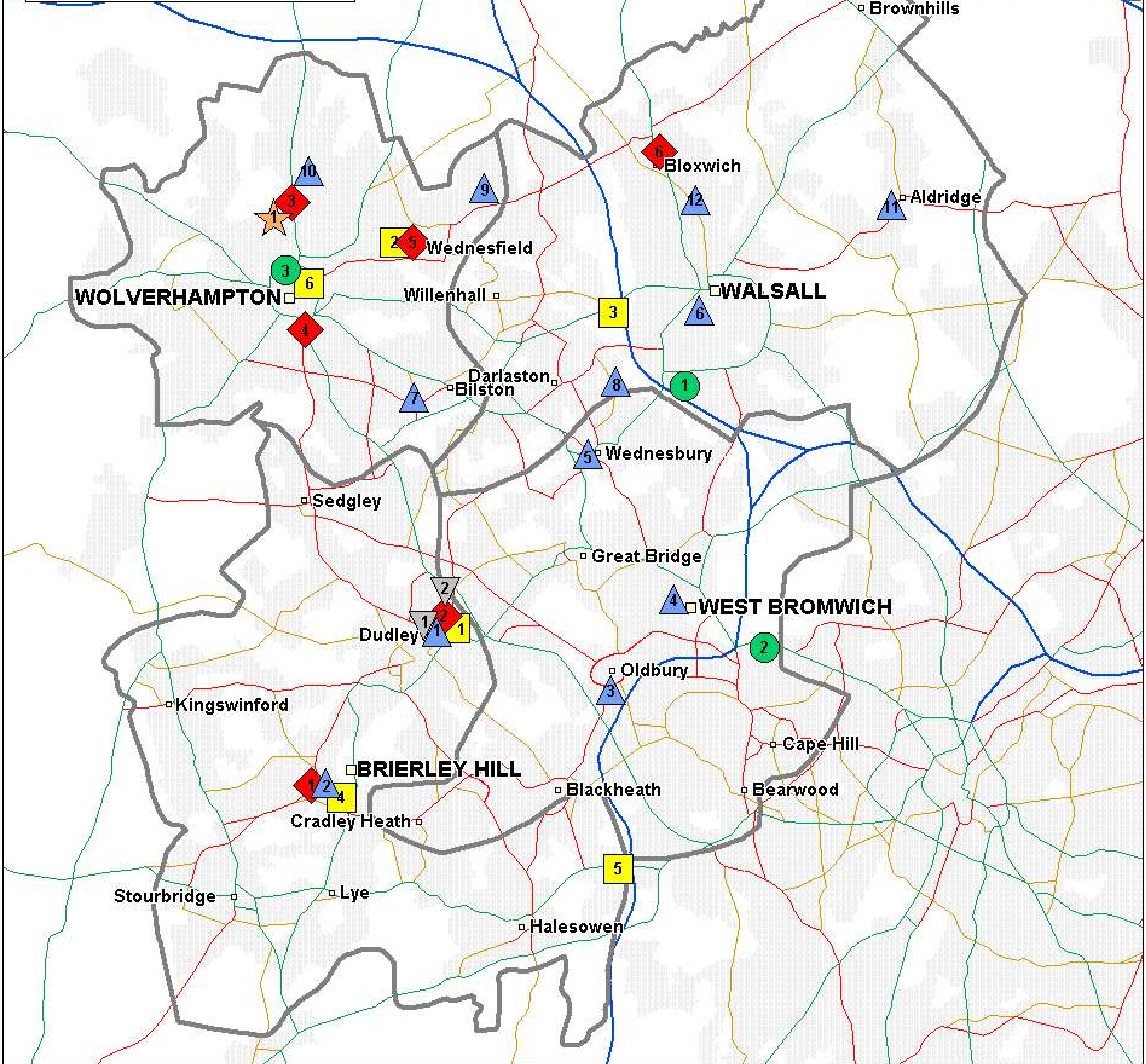
29
KEY
Black Country Local Authority
Retail Park
Retail Warehouse (stand-alone)
GVA Grimley
International Property Advisers

PLAN 6

LEISURE PROVISION: ENTERTAINMENT

BLACK COUNTRY STUDY

Leisure Provision: Entertainment



KEY

Black Country Local Authority

Cinema

1 Showcase Cinema, Dudley
2 Cineworld, Wednesdfield
3 Showcase Cinema, Walsall
4 Odeon, Merry Hill Shopping Centre
5 Reel Cinema, Halesowen
6 Light House Cinema, Wolverhampton

Football Club

1 Walsall FC
2 West Bromwich Albion FC
3 Wolverhampton Wanderers FC

Bingo

1 Gala Bingo, Dudley
2 Mecca Bingo, Brierley Hill
3 Mecca Bingo, Oldbury
4 Mecca Bingo, West Bromwich
5 Mecca Bingo, Wednesbury
6 Gala Bingo, Jerome Retail Park, Walsall
7 Mecca Bingo, Bilston
8 Gala Bingo, Wednesbury
9 Gala Bingo, Wolverhampton Ashmore Park
10 Gala Bingo, Wolverhampton
11 Gala Bingo, Aldridge
12 Gala Bingo, Leamore

Racecourse

1 Dunstall Park Racecourse, Wolverhampton

Bowling

1 Megabowl, Brierley Hill
2 Bowlplex, Dudley
3 Strykers Pleasure Bowl, Bushbury
4 AMF Bowling Express, Wolverhampton
5 AMF Bentley Bridge, Wednesfield
6 GT Leisure Bowl, Bloxwich

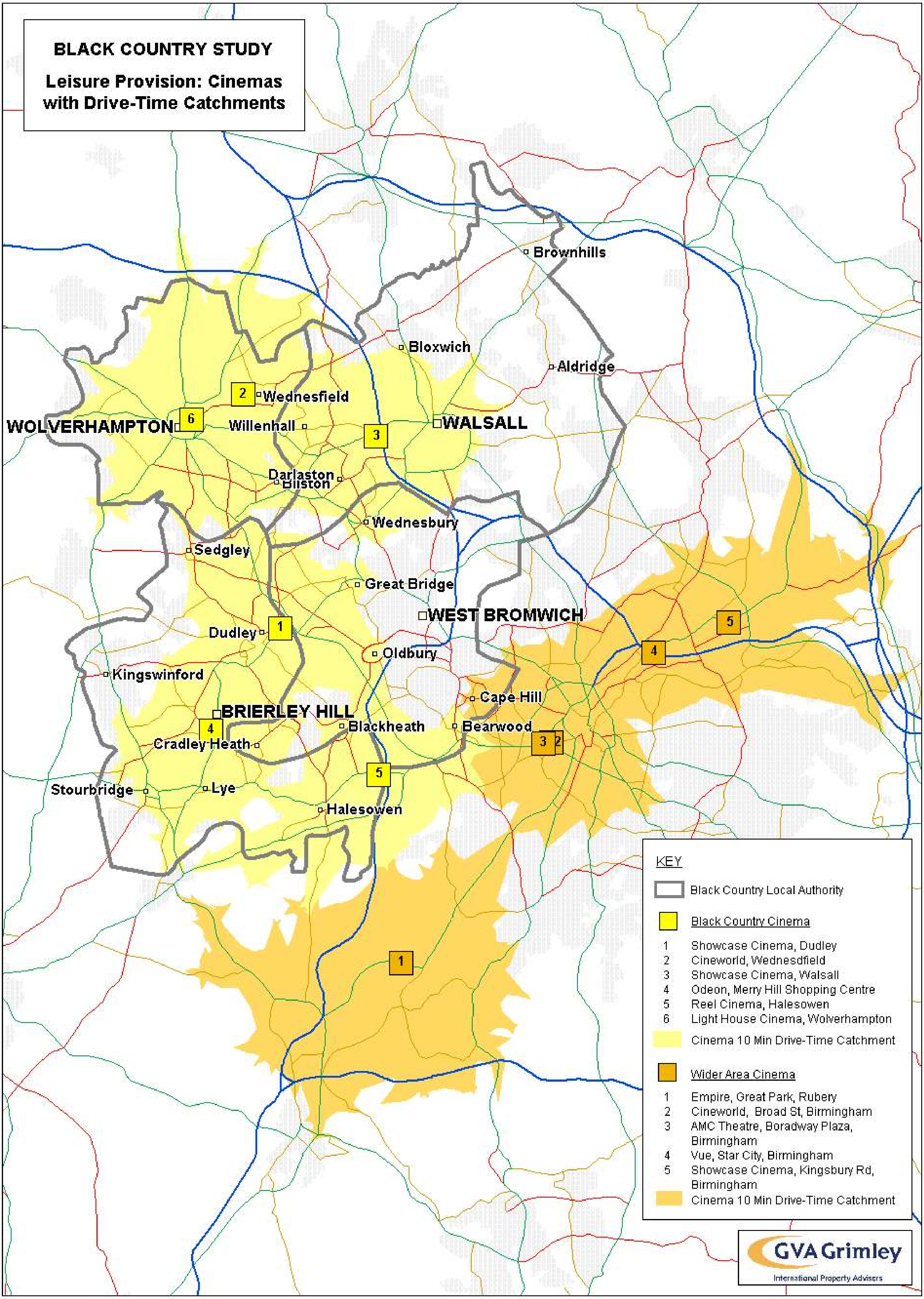
Other Attraction

1 Dudley Castle & Dudley Zoo
2 Black Country Museum, Dudley

GVA Grimley
International Property Advisers

PLAN 7

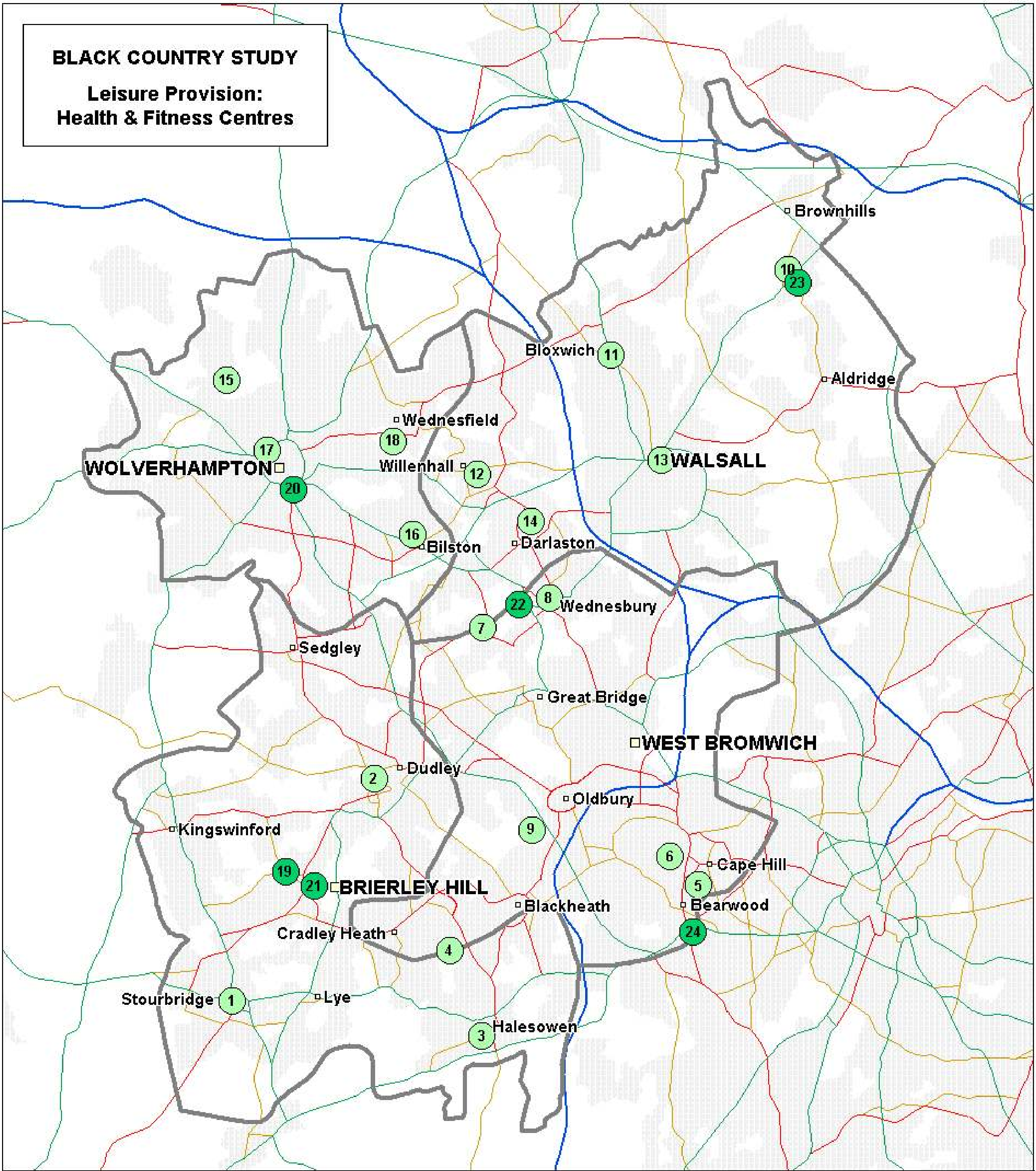
LEISURE PROVISION: CINEMAS WITH DRIVE-TIME CATCHMENTS



BLACK COUNTRY STUDY
Leisure Provision: Cinemas with Drive-Time Catchments
Brownhills
Bloxwich
Aldridge
Wednesfield
WOLVERHAMPTON
Willenhall
WALSALL
Darlaston
Bilston
Wednesbury
Sedgley
Great Bridge
WEST BROMWICH
Dudley
Oldbury
Kingswinford
Cape Hill
BRIERLEY HILL
Blackheath
Bearwood
Cradley Heath
Stourbridge
Lye
Halesowen
KEY
Black Country Local Authority
Black Country Cinema
1 Showcase Cinema, Dudley
2 Cineworld, Wednesdfield
3 Showcase Cinema, Walsall
4 Odeon, Merry Hill Shopping Centre
5 Reel Cinema, Halesowen
6 Light House Cinema, Wolverhampton
Cinema 10 Min Drive-Time Catchment
Wider Area Cinema
1 Empire, Great Park, Rubery
2 Cineworld, Broad St, Birmingham
3 AMC Theatre, Boradway Plaza, Birmingham
4 Vue, Star City, Birmingham
5 Showcase Cinema, Kingsbury Rd, Birmingham
Cinema 10 Min Drive-Time Catchment
GVA Grimley
International Property Advisers

PLAN 8

LEISURE PROVISION: HEALTH & FITNESS



KEY

Black Country Local Authority

Public Heath & Fitness Centre

1 Crystal Leisure Centre, Stourbridge
2 Dudley Leisure Centre, Dudley
3 Halesowen Leisure Centre, Halesowen
4 Haden Hill Leisure Centre, Cradley Heath
5 Hadley Stadium, Smethwick
6 Harry Mitchell Leisure Centre, Smethwick
7 Tipton Sports Academy, Tipton
8 Wednesbury Leisure Centre, Wednesbury
9 Oldbury Leisure Centre, Oldbury
10 Oak Park Leisure Centre, Walsall Wood
11 Bloxwich Leisure Centre, Bloxwich
12 Willenhall Leisure Centre, Willenhall
13 Walsall Gala Bath, Walsall
14 Darlaston Leisure Centre, Darlaston
15 Aldersley Leisure Village, Wolverhampton
16 Bilston Leisure Village, Bilston
17 Central Baths, Wolverhampton
18 Wolverhampton Swimming & Fitness Centre, Bentley Bridge

Private Health & Fitness Centre

19 David Lloyd, Pensnett Rd, Brierley Hill
20 Fitness First, Birmingham Rd, Wolverhampton
21 Fitness First, Level St, Brierley Hill
22 Fitness First, Hallens Drive, Wednesbury
23 Fitness First, Lichfield Rd, Walsall Wood
24 Fitness First, Hagley Rd, Smethwick

GVA Grimley
International Property Advisers